

Ashleigh Brooke Musgrove

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EDUCATION

The University of Mississippi

Master of Business Administration

- Honors: Phi Kappa Phi Honor Society

Bachelor of Business Administration in Marketing

Emphasis in Digital Marketing

- Honors: Phi Kappa Phi Honor Society, Gamma Beta Phi Honor Society, Golden Key Honor Society, National Society of Leadership and Success

International Business Seminars

Topics in Business Abroad

Holmes Community College

Associates of Arts – Marketing

- Honors: President's Scholar, Phi Theta Kappa Honor Society, Highest Honors Graduate

PROFESSIONAL EXPERIENCE

HORNE

Marketing Intern

- Create and schedule 4-7 engaging social media posts weekly
- Conduct diverse research projects and provide insights for clients
- Actively contribute to team meetings, fostering brainstorming and idea generation
- Adapt flexibly to evolving project requirements
- Enhance website SEO and proofread content
- Streamline contact database for improved efficiency

The Mississippi Braves

Promotions/Entertainment Member

- Planned daily events and coordinated with management
- Ensured seamless execution of game-day activities
- Maintained positive interactions with attendees

The Juicy Seafood

Manager

- Spearheaded recruitment and training efforts, overseeing a team of 30+ employees
- Maintain high customer satisfaction, reflected in a 4.5-star rating across platforms
- Orchestrated daily operations, including staff scheduling and customer service protocols

LEADERSHIP

Star Spring Festival 5K and Car Show for St. Jude Children's Hospital

Board Member

- Raised \$100,000+ for St. Jude Children's Hospital
- Coordinate with board members to manage donations and event logistics
- Organized effective setup and take-down of all event festivities
- Leveraged digital marketing tools such as Meta Business Suite and Canva to promote community engagement

SKILLS

Microsoft Office | Adobe Photoshop | Canva | HubSpot | Adobe Lightroom | Photography | Google Analytics | Hootsuite