

# ASHLEY CRAFT

## WORK EXPERIENCE

### CONTENT AND PUBLIC RELATIONS CONSULTANT

CRAFTED COMMUNICATIONS LLC — OWNER | OCT. 2023 - PRESENT

- Led development, implementation and management of strategic campaigns to boost awareness and increase customer engagement.
- Executed multi-platform social media strategies, tailoring content to resonate with target audiences identified through client research.
- Produced blogs, press releases and newsletters to maintain a consistent brand voice across digital channels.
- Designed booth backdrops, PowerPoint presentations and conference signage to reinforce client brand identity at events.
- Edited audio and video clips for seamless integration into social media content.
- Created mission statements, brand voice guidelines and company visions for start-up businesses.
- Provided training for clients launching employee advocacy programs and participating in fundraising campaigns.

### CONTENT AND PUBLIC RELATIONS MANAGER

WOODRUFF | FEB. 2023 - OCT. 2023

- Produced high-quality internal and external communications, including news releases, talking points, presentations, blog content and long-form articles.
- Adapted writing style to each client's brand voice and proofread all materials for accuracy in accordance with AP Style.
- Distributed news releases and compiled read reports for public relations clients.
- Collaborated with content and social media teams to ensure integrated messaging and maximum campaign impact.
- Executed social media plans to support and extend public relations initiatives.

### CONTENT MARKETING MANAGER

WOODRUFF | SEPT. 2021 - FEB. 2023 (PROMOTED)

- Planned and executed digital content strategies for assigned clients and for Woodruff.
- Partnered with social media and public relations teams to ensure cohesive messaging and timely, relevant content across multiple channels.
- Collaborated with employees to oversee and implement content strategies and tactics.
- Used Sprout Social, Wrike and Slack to manage daily assignments and coordinate workflows.
- Wrote press releases, email newsletters, articles and social media copy to promote client news and initiatives.

## CONTACT

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## EDUCATION

Bachelor of Science in Science and Agricultural Journalism  
University of Missouri | 2011- 2014

Master of Science in Agricultural Communications, Education and Leadership  
University of Missouri | 2016-2018

## PROFESSIONAL SKILLS

- AP Style editing and proofreading
- Social media strategy and analytics
- Marketing and campaign planning (digital and traditional)
- Event planning and management
- Content creation: web, news, multimedia and brand messaging
- Project management and collaboration tools (Microsoft Office Suite, Zoom, Microsoft Teams, Slack, Wrike and Toggl)
- Email marketing (Dotdigital and MailChimp)
- Adobe Creative Suite (InDesign, Photoshop, Premiere Pro)
- Teaching, training and public speaking
- Photography and broadcasting

## ACTIVITIES

- National Association of Farm Broadcasting, Member, Fall 2024 - Present, Allied Industry Council Representative, 2026-2028
- Agricultural Communicators Network, Member, March 2022 - Present
- Griffiths Leadership Society for Women, Member, 2016 - 2018, 2025 - present
- Columbia Vision Commission, Secretary and Member, 2018 - 2020
- Missourian Newspaper, Reporter, Winter 2017 - 2018

## GRADUATE PROJECT

- Authored a 133-page history of the Science and Agricultural Journalism program at the University of Missouri.
- Conducted primary and secondary research, including interviewing over 40 faculty and alumni to best capture their stories and the program's history.

## AWARDS

- Mizzou Brand Wagon Team Award, with CAFNR Communications, 2021
- First Place Feature Reporting, Missouri Broadcasters Association, 2019
- First Place, Yamaha Public Service Campaign Competition, Spring 2014

## COMMUNICATIONS STRATEGIST

UNIVERSITY OF MISSOURI EXTENSION AG & ENVIRONMENT | JAN. 2020 - SEPT. 2021

- Managed multiple social media accounts to increase engagement and reach.
- Wrote news stories for MU Extension and the College of Agriculture, Food and Natural Resources (CAFNR).
- Featured specialists' research and programs in a weekly internal newsletter for faculty and staff.
- Served on committees to improve communication strategies within MU Extension and CAFNR.
- Collaborated with more than 100 specialists to develop marketing plans and provided introductory communications training.
- Directed undergraduate interns in communications tactics and assigned tasks to support ongoing projects.

## PROGRAM ASSISTANT

UNIVERSITY OF MISSOURI SUSTAINABILITY OFFICE | AUG. 2018 - JAN. 2020

- Managed social media outlets and created posts to boost viewership and increase awareness.
- Organized, promoted and oversaw eight sustainability programs, including a campus farmers' market and bike share.
- Supervised and mentored student employees throughout the year to support program success.
- Established a monthly newsletter featuring an events calendar, a feature story and sustainability tips.

## TEACHING ASSISTANT

UNIVERSITY OF MISSOURI HEALTH SCIENCES | AUG. 2016 - MAY 2018

- Assisted 23 faculty members in modifying and updating Canvas courses.
- Edited emails, bulletins and educational materials for instructors.
- Produced scripts and videos to explain course materials for incoming students.
- Co-taught undergraduates in Health Sciences 4400 and conducted Canvas tutorial workshops for faculty.

## PUBLIC RELATIONS SPECIALIST

NATIONAL CROP INSURANCE SERVICES | JUNE 2015 - JULY 2016

- Created social media calendars and managed all NCIS social media outlets.
- Edited NCIS research papers, brochures and presentations prior to publication.
- Organized and oversaw community outreach projects.
- Served as primary contact for NCIS Today magazine advertisements.

## COMMUNICATIONS INTERNSHIP

UNIVERSITY OF MISSOURI EXTENSION COMMUNICATIONS | JUNE 2013 - JAN. 2015

- Restored, selected, sorted and scanned photos under specific protocols in preparation for the 100-year anniversary video production.
- Used Adobe Photoshop and InDesign to construct a 100-year fact-and-photo timeline and a broader impacts display with Extension employees.