



ASHLEY ENG

Profile

Ashley Eng is an innovative professional with experience in marketing, social media management, client outreach, and event planning. Skilled in creating engaging content and building meaningful customer relationships, she has successfully driven brand visibility and engagement. With global experience from studying abroad in Europe, Ashley brings cultural insights and adaptability to connect with diverse audiences and tailor marketing strategies effectively.

Work Experience

OCT
2024

Illinois Small Business Development Center at CMAA

Administrative Coordinator

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PRESENT

- Create visually engaging flyers and social media content to promote upcoming events, grant opportunities, and celebrate our achievements.
- Plan networking events for small business owners and entrepreneurs to encourage learning, growth, collaboration, and knowledge-sharing.
- Reach out to potential clients, banks, non-profits, and corporations via personalized emails to build partnerships broaden organizational impact.
- Monitor and analyze social media metrics to track visibility and engagement, ensuring growing following and recognition of our center.

OCT
2023

The High Crowd Cafe

Social Media Manager and Budtista

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PRESENT

- Provide excellent customer service by actively listening to consumer feedback and using it to ideate and implement improvements.
- Create appealing content on Instagram and TikTok to promote products, events, multiple locations, and special promotions.
- Analyze social media KPIs and optimize content strategies to increase follower growth, engagement, and drive foot traffic to the café.
- Monitor industry trends, competitor activity, and customer preferences to adjust content and maintain an edge in the cannabis café market.

SEP
2023

Flavor Temptations

Social Media and Marketing Intern

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APRIL
2024

- Curated LinkedIn posts highlighting the company's achievements and future events to keep customers informed and aware of successes.
- Derived marketing strategies for LinkedIn and TikTok to ensure useful tactics are implemented to boost follower count and engagement.

MARCH
2022

CEOs of Tomorrow

Youth Program Coordinator

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APRIL
2024

- Raised \$23,000 for student-driven programs by contacting local, Madison businesses and large corporations via phone and email.
- Strategized and derived plans for three programs regarding student payroll, slide decks, events, and official documents such as I-9 & W-2.



Involvement

JAN
2025

Chinese Mutual Aid Association (CMAA)

Associate Board Member

- Coordinate and raise funding for non-profit organization's events.
- Ideate creative ways to market CMAA to the public, partner, and sponsors.
- Review staff proposals and provide feedback for Board members

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Education

Bachelor of Business

Administration- International Business & Marketing

Certificates- Entrepreneurship & Asian American Studies

University of Wisconsin-Madison
2020 - 2024

Skills

Social Media Management

Marketing Strategy

Client Relationship & Outreach

Event Planning & Coordination

Data Analysis & Performance

Tracking

Languages

English

Spanish (Proficient)

Cantonese (Conversational)