

ASHLEY CORTEZ

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WORK EXPERIENCE

VISIT FRESNO COUNTY

Fresno, CA

Multimedia Marketing Intern

JUL 2025 - PRESENT

- Assists Creative Content Specialist with creation of [Visit Fresno County](#) advertisements, video, brand materials and other projects as assigned.
- Works with Creative Content Specialist to execute video shoots, capturing high-quality footage for native platforms and promotional materials.
- Collaborates with marketing staff to translate and conceptualize brand messaging into compelling visuals.

THE COLLEGIAN AT FRESNO STATE

Fresno, CA

News/Lifestyle Reporter

JAN 2024 - MAY 2025

- Wrote and published 25+ articles across news and lifestyle sections, focusing on campus culture, student issues, and pop culture trends.
- Managed multiple deadlines and editorial projects using organizational tools, demonstrating strong task management and self-discipline.
- Awarded 4th place in the [ACP Fall National College Media Convention](#) for [reporting](#) on the 2024 election.

FRESNO STATE ESPORTS

Fresno, CA

Esports Student Leader / Graphic Designer

JAN 2023 - MAY 2025

- Coordinated event logistics and [marketing efforts](#), increasing event participation by 30% across gender-inclusive student communities.
- Created [digital graphics](#) and promotional materials supporting event visibility across social media platforms, leading to a 40% growth in social media impressions year-over-year.
- Helped organize and run [a charity event](#) & vendor fair benefiting St. Jude Children's Research Hospital on November 5th, 2024, raising \$300+ and featuring 5+ local partners.

EDUCATION

CALIFORNIA STATE UNIVERSITY, FRESNO

Fresno, CA

Bachelor of Arts, Digital Journalism

JAN 2023 - MAY 2025

CALIFORNIA STATE UNIVERSITY, FRESNO

Fresno, CA

Minor in LGBTQ2+ Studies

AUG 2023 - MAY 2025

ADDITIONAL INFORMATION

- Technical Skills: Digital Advertising, Social Media Management, Web Content Writing, Copywriting, SEO, Web Analytics, Video Production & Editing
- Tools & Software: Microsoft Office, Google Suite, Capcut, Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Procreate, Wix, WordPress, SNOFlow, CMS platforms