

# Ashley Gimbel

ashley.gimbel1@gmail.com | (224)-619-4889 | LinkedIn

## Summary

Marketing professional skilled in event conceptualization and execution, fostering fan growth, and adeptly managing projects and budgets.

## Professional Experience

**DePaul University Athletics**, Marketing Assistant, September 2022 – Current

- Responsible for the collaboration of all external facing departments for eight NCAA Division I teams
- Increased season revenue generation for men's soccer by over 10% for 2023-24 season and achieved first capacity crowd in school history, with over 1,100 fans in attendance
- Achieved a 50% increase in season ticket sales for men's and women's soccer, which attributed to a 10% increase in revenue generation for both teams
- Coordinate and plan athletic department and community engagement events such as: DeBlock Party, Blue Madness, Traditions Tailgate, season ticket holder events and "The Billys" annual athletics banquet for 300+ guests
- Developed and launched two DePaul Athletics affinity clubs, oversaw communication strategy, promotional plans and events
- Managed communication and orchestrated logistics for 40+ local schools to attend DePaul's annual Field Trip Day, resulting in the largest crowd for a women's basketball game with over 6,500 fans
- Manage a budget of \$150,000+ while allocating funds to drive promotional efforts and attendance
- Supervise team of 25+ game day staff, which includes: band, cheer and dance, DJ, halftime acts, jumbotron, mascot, pyrotechnics team, outsourced PA, sponsorship fulfillment and student workers

**DePaul University Athletics**, Communications Intern, March 2020 – June 2022

- Sports Information Director (SID) for Track and Field 2021-22 season
- Organized and distributed sports information and statistics to home and away coaches and media
- Trained student employees in job duties and required technologies including: Wildmoka, NCAA LiveStats and Adobe Creative Cloud

## Ripple Public Relations

Public Relations Winter Break Intern, December 2021 – January 2022

- Created 2022 event postcard to increase awareness of community events
- Met with 27 Highland Park businesses to coordinate and drive attendance for Sugar Plum Shopping Spree
- Used Mailchimp to manage email database for monthly newsletter communication

## Education

**DePaul University**, Chicago, IL

**Master of Arts** in Public Relations and Advertising, anticipated June 2024

**Bachelor of Arts** in Sports Communication, concentration on Sports Promotion and Publicity

**Bachelor of Arts** in Communication Studies

- Delta Zeta Sorority - Executive board June 2021 - November 2021

**University of Alabama**, Tuscaloosa, AL

**Bachelor of Arts** in Communication and Information Sciences, August 2018 - December 2019

- Women's Rowing, *Head of the Hooch Regatta*, November 2018

## Personal Passions

In my free time, I like to lift weights, read books on personal development and cook for family and friends. During my down time, I create string bracelets that compete with your favorite piece of art.