



# ASHLEY BEACH SMITH

## MARKETING & COMMUNICATIONS PROFESSIONAL

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Richardson, TX 

linkedin.com/in/  
ashleykat 

### SKILLS

Marketing Strategy

Project Management

Writing & Storytelling

Social Media Management

Email Marketing

Graphic Design

Video Editing

Photography

Website Development  
(WordPress)

UI/UX Awareness

Brand Strategy

### EDUCATION

#### The Kings University

BA General Christian Studies

Graduation date: December, '25

4.0/4.0 GPA

#### UT Dallas

Completed 90 credit hours toward

BA in Interdisciplinary Studies

Focus: Communications

### PROFILE

I am a highly relational, strategic marketing and communications professional with over 20 years of experience helping mission-driven organizations grow their reach, strengthen donor engagement, and inspire action. Blending creative storytelling, content strategy, and visual design with strong project management, I develop and execute campaigns that communicate purpose clearly and drive meaningful results.

### EXPERIENCE

#### COMMUNICATIONS DIRECTOR

*Every Orphan's Hope | Frisco, TX | 2021-Present*

Lead all aspects of marketing and communications to strengthen fundraising, donor engagement, and brand development for a nonprofit serving orphaned and vulnerable children in Zambia. Build and manage strategies that align with organizational goals, support capital campaigns, and cultivate personal relationships that expand support for the mission.

- Serve as the primary point person for all communication efforts across digital and print platforms.
- Develop and implement a multi-channel communications strategy to increase donor retention and reach new audiences.
- Cultivate personal relationships that introduce new donors and mission teams to the ministry, resulting in more than 200 donors, three teams, and over \$275,000 in new gifts outside of formal development efforts.
- Manage all content creation, including email marketing, blog writing, social media, print collateral, video editing, and web design.
- Lead communications strategy and execution for capital campaigns related to property expansion, including new homes and ministry facilities.
- Introduce streamlined processes and organize digital assets to improve team efficiency and ensure brand consistency.
- Collaborate with leadership to align messaging with key organizational priorities.
- Oversee and mentor communications interns annually, providing hands-on experience in nonprofit marketing and storytelling.

#### CO-FOUNDER

*Beachsmith Investments | Richardson, TX | 2024-Present*

Provide strategic branding, web development, and marketing consulting for startups and small businesses. Collaborate with clients to clarify messaging, design WordPress websites, and create cohesive brand assets across print and digital platforms.

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### APPLICATIONS

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Lightroom  
Adobe Premier Pro  
Pics.io  
CapCut  
WordPress  
Mailchimp  
Canva

### ATTRIBUTES

Solution-Seeker  
Team Player  
Creative  
Self-Motivated  
Versatile  
Adaptable  
Organized  
Efficient  
Optimistic

### PERSONALITY

MBTI: ENFP  
Enneagram: 3 w2  
DiSC: Result-Oriented Pattern

### EXPERIENCE continued

#### COMMUNICATIONS DIRECTOR

*Woodcreek Church | Richardson, TX | 2009 - 2021*

Oversaw all aspects of church communication strategy, design, and content creation to support ministries, engage the congregation, and advance organizational goals.

- Provided communications leadership for two successful multi-million-dollar capital campaigns.
- Developed and executed departmental processes and streamlined workflows to improve efficiency and consistency.
- Determined and organized all mid-week and Sunday morning communication to the church body.
- Managed all graphic design, web design, written communication, and social media content.
- Partnered with ministry leaders to communicate initiatives in ways that supported engagement and ministry impact.
- Supervised communications coordinator, providing leadership and support.

#### BUSINESS MANAGER & CREATIVE DIRECTOR

*Advantus | Jacksonville, FL | 2004 - 2007*

Managed the Magic Scraps brand for Advantus Corp., including product development, product sourcing, marketing, and business development.

- Developed products, including idea conception, style offerings, sourcing, packaging, and marketing
- Prepared sales presentations for vendors such as Target, Michaels, and Costco
- Managed staff of four in the Richardson, TX office

#### OWNER

*Magic Scraps | Richardson, TX | 2001 - 2004*

Owned and operated a scrapbook embellishment manufacturing business with 20 employees and a yearly revenue of 2 million.

- Designed and developed over 900 SKUs
- Sold products to thousands of retail stores
- Handled all hiring and HR issues

**References are available upon request.**