

Ashley Baich

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EDUCATION

- University of North Carolina Chapel Hill** **May 2020**
BS in Information Science, Major GPA: 3.84
BA in Media and Journalism, Major GPA: 3.52
- University of North Carolina Kegan Flagler Business School** Business Certificate **August 2017**

SKILLS AND COURSEWORK

Tools: Bullhorn, DiscoverOrg, Adobe Cloud, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Constant Contact, Nmap, Wireshark, Wix, WordPress

Programming Language: R-Studio, Java, HTML, CSS

Databases: SQL

Coursework:

- **Technology:** Foundations of Information Science, Intro to Database Concepts and Apps, Intro to Information Security, Tools for Information Literacy
- **Management:** Information Systems Management and Design, Information Use for Organizational Effectiveness, Information Science Capstone
- **Communications:** Writing and Reporting, Foundations of Interactive Media, Intro to Digital Storytelling, Digital Media Economics, Business and the Media, Data Driven Journalism, UX Design and Usability

RELEVANT EXPERIENCE

- Business Development, Alta Associates** **April 2020 – Present**
- Designed and implemented business development plan to yield new client growth opportunities and iterated plan to suit current COVID-19 job market
 - Created marketing material surrounding changing CISO role during rapid digitalization and the current pandemic to gain industry thought leadership and new client opportunities
- Intern, ImagineX Consulting** **January 2020 – Present**
- Researched and analyzed Fortune 100 Companies and their security teams to determine their compliance in risk governance to provide insight into current sector-based governance concerns
 - Developed communication channels to bring processes and solutions to client's attention to help solve current IT infrastructure problems such as scalability
 - Created a learning and certification catalog based on current company partnerships (Qualys, Zendesk, IBM, ServiceNow, etc.)
- Security Consulting Analyst, Accenture** **June 2019 – August 2019**
- Collaborated with team members to compile list of concerns between the communication gap between IT professionals and business executives
 - Analyzed data to create a communication-based platform to bridge the gap between Accenture R&D team and Security Consultants to better serve Accenture clients
 - Created content based on current Accenture Security Lab's innovations to be used for go to market initiatives
- Independent Contractor, Make Sleep EZ** **August 2018 – Present**
- Designed, and implemented digital marketing plan to launch company including creation of website, logo, brand, content, social media creation, etc.
 - Developed marketing campaign that increased sales by 205%
- Independent Contractor, Carrick Capital Partners** **July 2018**
- Researched and analyzed Israeli based tech start-ups to create company profiles used in investment considerations
- Paid Intern, Brave New Word** **Nov 2017 – May 2020**
- Created and rebranded company now housed at bnwcontent.com
 - Strategized and implemented social media plans across multiple non-profits
- Independent Contractor, Bay Dynamics** **Oct 2015 – Dec 2019**
- Collaborated with Symantec SEs to provide necessary tools to sell partnership solution to customers
 - Researched and authored competitive analysis, blogs, whitepapers, and infographics surrounding the latest cybersecurity concerns ranging from GDPR compliance to prioritizing vulnerabilities
 - Developed marketing campaigns to increase brand awareness leading to acquisition of start up in December 2019
- Social Media Manager, Advanced Respiratory & Sleep Medicine** **July 2015 – Dec 2016**
- Established, maintained, and enhanced health practices social media platforms (Facebook, LI, Twitter, Instagram)
 - Strategized and authored social post that increased client sales by 10%
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ADDITIONAL INFORMATION

VP Programming and New Member Education, Alpha Phi

January 2019 – December 2019

- Implemented a new post-recruitment education and programming plan that increased sorority retention rate by 15%
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