

ASHLEY CRUZ

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EDUCATION

Master of Arts – Comparative Literature

Distinction

King's College London, UK

Bachelor of Arts – English Linguistics

Summa Cum Laude

Arizona State University, USA

PROFESSIONAL EXPERIENCE

Yoga Studio Founder and Teacher

2005 – Present

YogaWasi, Blessed Yoga, and Ashley Cruz Yoga

Worldwide

Certified yoga teacher, trained internationally in USA, UK and India. Founded and managed three thriving yoga studios, attending 200+ students and employing 10+ teachers. Skilled in sales and marketing strategy, with experience in concept creation, brand development, web design, SEO, Mailchimp communications, and Google Analytics tracking and reporting.

- Developed and executed digital marketing campaigns using social media, email marketing, and PPC advertising. Designed and executed social media campaigns that increased engagement by 30% and website traffic by 20%.
- Created engaging blog posts and social media content that increased website traffic by 15% and engagement by 25% in two months.
- Successfully organized events and workshops, including marketing, coordination, budget, and presentations

Web Designer and Founder

2005 – Present

Holistic Web Design

Worldwide

Provide custom website design, creation and maintenance for established and startup businesses to enhance their marketing strategy, with a specialization in marketing and ecommerce websites.

- Manage website content, integrate content management systems, implement on-site SEO and Google Analytics, perform content migration, conduct full site optimization, conduct rigorous browser testing, set up domains, integrate Mailchimp, and create and optimize mobile websites.
- Design branding and logos, proofread content, write copy, and design campaigns for marketing strategies at all stages of development.
- Implement SEO strategies to increase website traffic and improve search engine rankings, resulting in a 20% increase in website traffic and improved search engine rankings for multiple clients.

English Department Coordinator and Teacher

2017 – 2018

Global Active Learning School

Cusco, Peru

Managed and supported a team of five English teachers to improve educational curricula by collaboratively creating and implementing innovative, high-quality programs, projects, and tools, while utilizing Global Active Learning tools and digital technologies.

- Utilized exceptional administrative and organizational skills to build the team's knowledge of the curriculum and educational systems, further supporting their professional learning and certification.
- Played a crucial role in the growth of the newly established school by recruiting and supporting students from enrollment to completion, resulting in a 15% increase in enrollment and 10% increase

in student retention.

- Worked closely with program team/faculty to provide pastoral support for students, including contacting and meeting with students and escalating complex support needs as appropriate.
- Arranged and led weekly meetings with the organization's sponsors, editorial and communication teams, and other stakeholders to ensure effective communication and collaboration.

English Literature Teacher

2015 – 2017

Ausangate Andino International School

Cusco, Peru

Led English and World Literature classes for 9th-12th grade students, utilizing innovative decolonial approaches to enhance student engagement and achievement.

Owner / Partner / Manager

2011 – 2014

Voyageur Canoe Outfitters

Grand Marais, Minnesota, USA

Successfully managed all aspects of a seasonal adventure tourism business, including customer service, web presence, marketing, reservations, HR administration, and retail operations, ensuring a high level of customer satisfaction and repeat business.

- Led multiple projects simultaneously, resulting in a 30% increase in overall profits in the first two years.
- Developed and implemented a targeted email marketing campaign that generated \$15,000 in sales within the first week by leveraging a new database system to track and engage with previous customers.
- Created engaging content, including blog posts, white papers, and videos, to educate and inform the target audience and increase brand awareness.
- Managed social media accounts, regularly publishing and analyzing content to optimize engagement metrics and drive business growth.

SKILLS

- Languages: English – Native, Spanish – Advanced
- 15+ years of commercial management experience within a customer service/client-facing role
- Proficient in MS Office, Google Services, social media management, and video and photo editing
- Experience working with databases/in-house programs, MBO's, and CMS services.
- Excellent verbal, written and presentation skills, particularly proofreading and editing, and presenting concepts and campaign materials to clients/team
- Excellent interpersonal skills with ability to engage with clients/colleagues in a professional manner
- Flexibility towards work activities, schedule, and involvement in additional/ad hoc duties
- Proven ability to multi-task and perform under pressure with excellent attention to detail
- Well-developed understanding of event management principles and the ability to plan and deliver a variety of events to enhance customer journey
- Google Analytics, AdWords SEO, Digital Marketing, Marketing Analytics, UX Design proficiency
- Customer Outreach, Customer Loyalty, Sales, Program Coordination

CERTIFICATIONS

- Google Digital Marketing & E-commerce Professional Certificate (2023)