

Ainsley Betker

STRATEGIC COMMUNICATION PROFESSIONAL; UNIVERSITY STUDENT

Contact

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Skills

- Strategic communication planning
- Consumer research & analysis
- Copywriting & design
- Website development & digital marketing
- Content marketing & social media
- Adobe, WordPress, Canva, Shopify, Trello, Klaviyo, Syncio, Google (Adwords, Sheets, Drive)
- Highly creative marketing professional
- Teamwork in collaborative group settings
- Spanish language proficiency

Involvement

PRSSA - University of Minnesota
• Director of Public Relations since Fall 2023, ongoing

Ad Club - University of Minnesota
• Member since Fall 2023, ongoing

Experience

Google Ad Campaign Internship

Google, Whitewater High School Ferradermis Women's Robotics Team
November 2023 - Present

- Manages a \$10,000 per month Google Adwords campaign
- Creates digital campaigns & manage SEM and SEO
- Creates spreadsheets & analyze metrics
- Meets regularly with key stakeholders for the robotics team

Marketing Associate

University of Minnesota Theatre Arts & Dance Department
September 2024 - Present

- Creates Instagram and Facebook posts highlighting performances & articles
- Writes and sends newsletters on upcoming events and performances every two weeks to over 8,000 recipients
- Generates and publishes media such as reels, videos, and interviews

Alumni Market Student Assistant

University of Minnesota Alumni Association
December 2022 - Present

- Created market products and alumni profiles in Shopify
- Processed orders and market products with alumni makers and customers

Seven Seas Restaurant - Busser, Barback, Food Runner, Coat Room

May 2017- January 2021

- Bussed tables, ran food out to tables, gathered supplies for bartenders
- Welcomed and served valued restaurant patrons

Pick N' Save - Cashier

April 2020 - August 2022

- Cashiered, scanned products, entered coupons and customer information, assisted customers with order issues
- Greeted and served valued customers
- organized products on shelves and displays

Education

2021 - 2025

University of Minnesota - Twin Cities
100 Church Street SE Minneapolis, MN
55455-0213

Strategic Communications BA

Spanish Minor

Expected graduation May 2025

2017 - 2021

Arrowhead Union High School
800 North Ave, Hartland, WI 53029
GPA: 3.85

National Honor Society, Spanish Honor Society