



ASHLEY KUBERSKI

Hi! I'm Ashley, a business development driven, strategic marketer focused on building brand awareness both online and offline. I specialize in short form video, brand storytelling, and platform strategy creating content that's engaging, fast paced, and built to stop the scroll.

My work blends creativity with execution, from designing campaigns and events that strengthen brand presence to developing partnerships that expand reach and open new opportunities. I bring strong networking skills, building real relationships and connecting brands with the right audiences and communities.

CONTACT

- 1(810)597-7926
- ashkubb0@gmail.com

SKILLS

- Video Production
- Video Editing
- Adobe Premiere
- Edited in premiere pro
- Developed cinematography skills
- Client Relationship Management
- Strong Communication & Presentation
- ROI Driven Marketing Calendars and analytics
- Multi Channel Campaign Planning (digital, print, and events)
- QR code Tracking and
- Data Driven Engagement Design
- Google Ads & Local Services Management
- SEO Optimization & Analytics Tracking
- Hosting Branded Events & Mixers

EDUCATION

Delta College University Center
Associates Of Arts Electronic Media
GPA: 3.5 with Highest Honors

EXPERIENCE

○ **Marketing & Business Development Lead** **Heritage and Company** *January 2024 – Present*

Lead marketing and business development initiatives that highlight a commitment to quality, safety, and service excellence.

- Business Development
- Client Relations
- Lead Generation
- Proposal Writing
- Contract Coordination
- CRM Management
- Data Tracking
- Team Collaboration
- Event Planning
- Community Engagement
- Budget Analysis
- ROI Reporting
- Strategic Planning
- Problem Solving
- Communication Skills

○ **Videographer** **MI Finds**

January 2021 – October 2024

Produce and edit video content for web and broadcast. Operate cameras, set up equipment, and manage production schedules. Created a series that aired on PBS.

- Video Production
- Camera Operation
- Video Editing
- Equipment Setup
- Scheduling
- Client Presentations
- Creativity
- Time Management

○ **Teacher** **Kids Club Daycare & Preschool Center** *September 2021 – January 2024*

Lead classroom activities, manage group projects, and create a safe, engaging learning environment. Certified in CPR and CDA. Support children's development in gross and fine motor skills.

- Classroom Management
- Lesson Planning
- Child Development
- Group Activities
- Communication
- Patience

ASHLEY KUBERSKI

Dear Hiring Team,

I am a marketing content creator and business development professional with a strong background in producing high quality, on brand video content that drives engagement and supports strategic growth initiatives. I specialize in creating compelling visual content that aligns with brand messaging while contributing to broader marketing and communication goals.

I manage the full content production lifecycle, including concept development, scripting, filming, directing, editing, color grading, audio enhancement, and publishing. My work consistently delivers polished, results driven content designed to capture attention and communicate value effectively.

I am proficient in Adobe Premiere Pro and Photoshop, and I regularly leverage AI tools to optimize workflows, enhance audio clarity, and elevate visual quality. I am experienced in directing talent, conducting on camera interviews, and capturing impactful b-roll that strengthens storytelling and audience connection.

In addition to my creative expertise, I bring hands on experience in business development. I collaborate cross functionally to identify high impact content opportunities, analyze audience needs, and support marketing and sales strategies. My approach combines creativity with strategic thinking to produce content that not only looks great but also delivers measurable business value.

Being highly organized, detail oriented, and dependable, with a proven ability to manage multiple projects and meet deadlines in fast paced environments. I look forward to contributing my skills to help drive brand growth and meaningful audience engagement.

Sincerely,
Ashley Kuberski

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INVOLVEMENT

- Michigan Hispanic Chamber Of Commerce
- Building Owners & Managers Association Metro Detroit
- Michigan Green Industry
- The Construction Association

AWARDS

- Michigan Association Of Broadcasters Award
- Honorable Mention Land Film Festival 2022
- Midland Short Film Showcase Selection 2022



April 25, 2023

To Whom It May Concern:

I am pleased to write this letter of recommendation for Ashley Kuberski. Ashley is a former student and successfully completed several of my courses within the Electronic Media program at Delta College. She recently graduated with her associate degree in electronic media.

While a student in my classes, I observed Ashley has a strong work ethic and leadership skills. She always turned her assignments in on-time and her work was always of high-quality.

Many assignments in my classes required her to work both independently and as part of a team. She was successful in both circumstances.

Ashley is also a Michigan Association of Broadcasters award winner. During one of my classes, I assigned a video project where each student had to write, produce, shoot, and edit their own public service announcement. I was so impressed with Ashley's PSA that we entered it into the college visual category for PSAs. Ashley won second place in the state-wide competition!

Ashley would make a wonderful addition to your organization. She is hard-working, professional, and detailed-oriented. Please feel free to reach out to me if you have any questions.

Sincerely,

Kimberly Wells

Associate Professor of Electronic Media

Electronic Media Program Coordinator

Delta College

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Brett A. Russell,
Technology Director

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Mr. Brett Russell
Technology & Theater Director
Chesaning Union Schools
(989) 845-2040 EXT: 11010

April 18th, 2023

To whom it may concern,

I am writing this letter as a reference to the work of Ms. Ashley Kuberski. During her college career, Ms. Kuberski volunteered to create and assist with the production of several short videos for the school district. She exhibits tremendous levels of creativity and regularly demonstrated her commitment to see complex projects through to completion. Over the course of several semesters, Kuberski created a mini documentary for a district initiative that focused on providing reading and hygiene materials to students. She approached the project with a creative eye and assembled a visually appealing final product that quickly gained the attention of community members. Kuberski also provided video footage for a kindergarten enrollment video. This video required the filming of multiple classrooms, activities, and students. With a professional demeanor, Kuberski was able to collect the footage throughout the school day without interfering with ongoing activities. Her footage consisted of a wide variety of shots and angles. This variety demonstrated that while collecting footage, she was aware of the needs of the final project. She ensured that the clips she collected could be used to create a cohesive and appealing final video. Although the district edited this second piece, she offered suggestions as to how the final could be assembled. As a volunteer her skills, attention to detail, and concern for the final product were significant.

Ms. Kuberski continues to add pieces to her portfolio of video work. While attending Delta College, she actively filmed multiple projects in a variety of settings. Kuberski takes on projects that will not only further her skills and talents, but projects that will serve the community in which she lives.

Creative and a true team player, Kuberski will no doubt have a positive impact on any program or company she is a part of. Ms. Kuberski succeeds in the challenges and projects she is presented with. Without hesitation, I offer my recommendation in support of her future endeavors.

Sincerely,

A handwritten signature in cursive script that reads "Brett A. Russell".

Brett A. Russell
Technology & Theater Director
Chesaning Union Schools