



CONTACT

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-  Michigan, USA

SKILLS

CREATIVE & PRODUCTION

- Video Production & Editing
- Adobe Premiere Pro
- Adobe Photoshop
- Cinematography
- Storytelling & Script Development
- On-Camera Interviews
- B-Roll & Drone Footage
- Social Media Content
- Photo & Video Direction
- Content Creation (Reels, TikTok, YouTube)

DIGITAL & MARKETING

- Brand Awareness & Storytelling
- Social Media Strategy
- Content Calendars
- Audience Research & Targeting
- Campaign Execution
- SEO & Analytics
- Graphic Design
- Email & Digital Campaigns
- Event Coverage & Promotion

PROFESSIONAL

- Project Management
- Client Communication
- Cross-Functional Collaboration
- Attention to Detail
- Time Management
- Creative Problem Solving

EDUCATION

Delta College University Center

Associate of Arts, Electronic Media
GPA: 3.5 (Highest Honors)

ASHLEY KUBERSKI

CREATIVE CONTENT | VIDEO PRODUCTION | DIGITAL MEDIA

Creative content, digital media, and business development professional with 5+ years of experience building brand awareness and creating content that connects with the right audience.

I specialize in turning a brand's story into engaging, purposeful content. From developing the message and creative concept to filming, editing, and publishing, I combine creative strategy with hands-on production to bring ideas to life, strengthen brand presence, and support business growth.

EXPERIENCE

Marketing & Business Development Heritage and Company

January 2024 - Present

Create and manage digital content that strengthens brand awareness, supports business development, and showcases the company's work, culture, and values. Develop engaging visual storytelling across multiple platforms, from short form video to print and event materials, while supporting marketing initiatives, building client relationships, and identifying new business opportunities.

- Create photo, video, and marketing content for company projects and events.
- Manage social media strategy, content calendars, and brand consistency.
- Design digital and print marketing materials.
- Support events, trade shows, and community outreach.
- Identify business development opportunities and support client relationships.
- Collaborate with internal teams to promote company services and generate new leads.

Videographer MI Finds

January 2021 – October 2024

Produced and edited video content for web and broadcast, managing projects from pre-production to final delivery. Created a series that aired on PBS.

- Wrote, filmed, and edited engaging video content for television and digital platforms.
- Operated professional cameras and production equipment.
- Conducted on-camera interviews and captured purposeful b-roll.
- Managed filming schedules, equipment setup, and production logistics.
- Collaborated with clients to bring their stories to life through visuals.
- Edited and delivered polished, high-quality content for broadcast and online.
- Created a video series that aired on PBS.

Teacher Kids Club Daycare & Preschool Center

September 2021 – January 2024

Led classroom activities, managed group projects, and created a safe, engaging learning environment. Certified in CPR and CDA. Supported children's development in gross and fine motor skills.

- Developed and implemented lesson plans and creative learning activities.
- Managed classroom behavior and group dynamics.
- Communicated with parents and staff to support each child's development.
- Built patience, adaptability, and strong communication skills.

AWARDS & RECOGNITION

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