

## PEYTON ASHAUER

(618) 979-9300 | Athens, GA | [linkedin.com/in/peyton-ashauer/](https://www.linkedin.com/in/peyton-ashauer/) | [peytonashauer.com](https://peytonashauer.com)

### EDUCATION

#### University of Georgia

Athens, GA

*MA in Journalism & Mass Communication (Emerging Media)*

August 2024 - May 2026

GPA: 4.00/4.00

*BBA in Marketing with Digital Emphasis; Minor in Sports Management;*

August 2021 - May 2025

*Certificate in Personal and Organizational Leadership*

GPA: 3.94/4.00 | UGA Classics Scholarship Recipient, Presidential Scholar, Dean's List

### RELEVANT EXPERIENCE

#### Intern Manager & Social Media Manager

Athens, GA

##### *UGA Ice Dawgs Hockey*

September 2024 - Present

- Lead day-to-day social media strategy and execution across Instagram, TikTok, X, and Facebook, supporting real-time game coverage and year-round content initiatives
- Manage and mentor a team of interns across content, production, and game-day operations, ensuring consistent brand execution
- Shoot and edit short-form video content highlighting game action, player moments, and behind-the-scenes storytelling
- Analyze platform performance and refine content strategy, contributing to 7M+ views and 160K+ engagements
- Design graphics and visual assets using Adobe Creative Suite for social, web, and in-game displays

#### Graphic Design & Web Production Intern

Athens, GA

##### *Georgia Bulldogs Sports Marketing*

July 2025 - Present

- Design game notes graphics and digital assets for georgiadowgs.com, ensuring brand consistency across 5+ athletic programs
- Contribute to web and digital content updates, supporting game day communications and fan-facing information
- Assist with additional creative projects to support athletic communications as needed

#### Marketing Intern

Sauget, IL

##### *Gateway Grizzlies*

May 2025 - August 2025

- Created and edited social-first video and graphic content highlighting players, promotions, and in-game experiences
- Supported live content production and in-game marketing in a fast-paced sports environment
- Assisted with email and digital promotions tied to fan engagement and sponsorship activations
- Tracked performance metrics, contributing to +667% interactions, +4,100% link clicks, and +138% follower growth

### LEADERSHIP & INVOLVEMENT

#### Alumnae, Marketing, and Public Relations Coordinator

Athens, GA

##### *Kesem at the University of Georgia*, Executive Board and Camp Counselor

May 2023 - Present

- Lead publicity and marketing efforts, supporting chapter goals through strategic content and communications initiatives
- Develop media alerts, promotional materials, and social media content while managing Instagram and Facebook accounts
- Build relationships with local media and stakeholders to increase visibility and community engagement

#### Marketing Co-Chair

Athens, GA

##### *UGA Miracle*, Executive Board and Committee Member

August 2021 - May 2025

- Managed and executed social media strategy, ensuring consistent representation of Children's Healthcare of Atlanta
- Designed and curated diverse content, including graphics, flyers, and banners, to support executive team initiatives
- Oversaw a team of 6 Marketing Assistant-Chairs, providing mentorship and strategic direction to achieve organizational goals
- Increased average Instagram and Facebook reach by 38.9%, content interactions by 43.3%, and profile visits by 67.6%

#### Vice President of Digital Marketing

Athens, GA

##### *American Marketing Association*, Executive Board and National Active Member

August 2021 - May 2025

- Created and curated engaging content with Adobe Creative Cloud for Instagram, Facebook, and LinkedIn, driving a 131% increase in Instagram profile activity while enhancing both event visibility and member recruitment
- Redesigned website to improve functionality, aesthetics, and user experience, supporting organizational initiatives and expanding member resources

### SKILLS

**Technical Skills:** Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Premiere Pro), Canva Pro, CapCut; Short-form Video Editing (Reels, TikTok); Social Media Strategy & Content Creation; Web Development (HTML, CSS, WordPress, Bootstrap); Data Analysis & Performance Tracking; Sony A7IV Camera Operation

**Certifications:** Google Analytics, Google Ads Search, Microsoft Excel