

ASHLEY R. CUMMINGS

ashleyrcummings@gmail.com

801-636-5766

EXPERIENCE

President

Searchlight Content, www.searchlightcontent.com, Provo, UT, December 2013 – present
Manage a team of 10+ professional writers, and oversee multiple writing projects from inception to completion
Create stellar content to help businesses build their brand and foster customer loyalty

Freelance Writer & Editor

Ashley R. Cummings, www.ashleyrcummings.com, Provo, UT, March 2010 – present
Independently contract writing projects including articles, blog posts, and marketing copy
Work meticulously to ensure proper grammar, content, and style for every writing project

Writer

OrangeSoda, American Fork, UT, May 2012 – March 2014
Contributed bi-weekly to the online marketing blog
Researched and wrote online marketing proposals to win new clients
Wrote SEO optimized website content for hundreds of websites
Designed online marketing training programs for employees and resellers

European Market Trainer & European Market Team Lead

Tahitian Noni International, Provo, UT, March 2006 – March 2012
Developed content for internal training manuals and presentations in both English and Russian
Followed the ADDIE Instructional Design Model to implement trainings for 17 international markets
Travelled abroad to conduct needs analyses, trainings, and evaluations

Creative Staff

Touchstones Art and Literary Magazine, Orem, UT, Seasonal 2001-2004
Judged and selected magazine submissions
Organized publication release and all associated readings
Coordinated the *Write Now! Creative Writing Conference*

EDUCATION

M.A. in Language Acquisition and Teaching, Center For Language Studies
Brigham Young University, August 2009

Specializations: Russian and ESL
Teaching Certificate: Teaching English to Speakers of Other Languages (TESOL)
Thesis: Student and Teacher Perceptions of Motivational Strategies in the Foreign Language Classroom

B.S. in English, College of Fine Arts
Utah Valley University, April 2004

Emphasis: Creative Writing
Award: English Departmental Scholarship

PUBLICATIONS

Ashley Ruesch, Jennifer Bown & Dan P. Dewey, "Student and Teacher Perceptions of Motivational Strategies in the Foreign Language Classroom." *Innovation in Language Learning and Teaching*. Taylor & Francis. 2011.
Ashley R. Cummings, "Innovative Competitions in Utah." *Community Magazine*. Zions Bank. Sept/Oct 2012.
Regular contributor to the following blogs: iSpionage.com, klickn.com, OrangeSoda.com, searchlightcontent.com, ashleyrcummings.com, and travelwithashley.com.

AWARDS

Outstanding Thesis of the Year in Language Acquisition at Brigham Young University
Highest GPA among graduates in Brigham Young University's Linguistics Department
1st place poetry for "Wildflowers" in *Touchstones Art & Literary Magazine*
3rd place in "Poet of the Year" contest at Utah Valley University