

Ash Baker

Strategic Communications



Professional Summary

Skilled strategic communications expert with ten years of varied experience. Proficient in developing effective communication strategies that align with business objectives. Enthusiastic about creating impactful messages and improving team collaboration.

Career History

Communications Specialist, Director | Morgan Stanley, 2022 - Present (*marketing consultant 2019-2022*)

- Collaborate with team of internal communications professionals to craft and implement a successful internal communications plan to align with the organization's goals and objectives and elevate employee engagement and culture.
- Assess and analyze metrics to improve efficiency and influence of internal communication initiatives, and provide feedback and suggestions for enhancement.
- Establish and sustain solid connections with senior leaders and other internal stakeholders to grasp communication requirements and deliver feedback for enhancement suggestions.

Marketing Communications Specialist | Veracity Insurance Solutions, 2017 - 2019

- Managed strategic marketing campaigns for various brands and non-profit organization.
- Produced content for external websites and social media, and planned and implemented sales funnels for lead conversions.
- Devised and implemented a strategy for client retention.
- Enhanced B2B relationships and increased sales through innovative content and news releases, which delivered a 17% growth in brand and sales.

Web Editor | JES Media, 2016 - 2017

- Crafted narratives through journalistic and promotional efforts.
- Conceptualized digital landscapes to attract audiences.
- Enhanced web traffic through social media and SEO strategies.
- Collaborated with marketing team for strategic initiatives.

Communications Assistant | Utah State Senate, 2016 Session

- Researched and wrote daily blog entries, simplifying complex Senate Bills into easily digestible content for constituents.
- Improved Senate public relations through social media and YouTube channels.
- Collaborated on press conferences and media engagements.
- Managed senate floor videography and live streaming.
- Supervised operations at the East Senate Building Office.
- Was endorsed with a Letter of Recommendation from the Senate Chief of Staff.

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Educational History

University of Utah | 2016-2019

Bachelor of Science Degree in Strategic Communications

- Cum Laude Graduate
- Pan Arcadian Scholarship Winner
- National Society of Leadership & Success
- Kappa Tau Alpha
- The Daily Utah Chronicle Reporter
- Commencement Student Keynote Speaker Top 10 Finalist
- Featured in Humans of the U

Salt Lake Community College | 2014-2016

Associate of Science Degree in General Studies

- Cum Laude Graduate
- 2016 Graduate of Excellence Winner
- Phi Theta Kappa, SLCC Chapter Member
- The Globe Reporter The Daily Utah Chronicle Reporter

Certifications & Awards

McKinsey Leadership Program

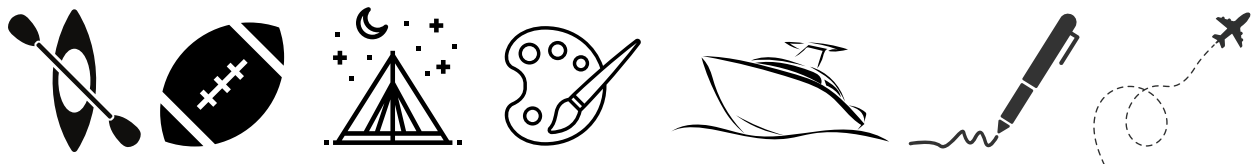
- Business Leadership
- Team Leadership
- Self Leadership

References

- Melody Solowsky, *Morgan Stanley*
- Katie Holmes, *Veracity Insurance Solutions*
- Jessica Ohlen, *JES Media*
- Sharlene Mitchell, *Salon Dante & University of Utah*

*Contact details available upon request

Hobbies





UTAH STATE SENATE

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May 3rd, 2016

To Whom It May Concern:

I had the pleasure of supervising Ashley Baker during the 2016 Utah General Legislative Session while she worked as a member of the senate's communications team, specifically in the role of communications assistant. I'm proud to say that Ashley has been one of the best communications assistants we've had in my 13 years here.

Ashley is a spirited, enthusiastic worker who possesses a strong desire for learning and self improvement. Her enthusiasm is only matched by her natural ability to be respectful and observant, all-the-while soaking up information and opportunities for growth.

Ashley possesses a strong research ability. Each time she was asked to dig into a problem, she produced a work product that was admirable. She is also a talented writer. During her time here, she was tasked with several writing assignments which required her to write across a spectrum of styles and types. With each task, I was impressed with her ability to comprehend complicated policy issues, and then succinctly express her findings through written word.

Throughout the session, Ashley was asked to learn elements of both technical and creative writing, graphic design, operation of technical equipment, and the complicated vernacular that accompanies the legislative process. I was repeatedly impressed with how quickly Ashley is able to learn new skills.

I regularly received compliments related to Ashley's social media outreach projects. Ashley offers a wide array of talents, and can easily connect with others. She takes constructive feedback well, offers good ideas, and has strong artistic and creative abilities. It was a pleasure having Ashley on our team, and I give her my highest recommendation for her future professional and educational endeavors.

Please feel free to contact me directly if you need additional information about Ashley at 801-647-8944.

Sincerely,

Ric Cantrell
Utah Senate Chief of Staff