

Ashley Mae Orcutt

Experienced marketer and childhood instructor working toward a Master's degree in LMFT counseling

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EXPERIENCE

Coyne & Associates, Riverside County, CA

Early Childhood Instructor Trainer

Feb 2024 - Present

Early Childhood Instructor

May 2024 - Feb 2024

- Led kids through programs to help with their developmental needs.
- Taught kids basic skills that allowed them to progress to different programs in Coyne.
- Trained parents on what programs to work on with their kids.
- Created a positive learning environment for each session.
- Trained new employees on learning procedures and running sessions.
- Suggested changes to programs to see what works for each kiddo.
- Collaborated with supervisors on the best approaches for programs.

Swit, San Francisco, CA (Remote) — Creative Copywriter

October 2021 - January 2024

- Wrote emails, social posts, blog posts, TikTok scripts, website content, and more.
- Edited UI content for designs that get published on the website or social media posts.
- Assisted teams with creating and editing content for their departments.
- Organized and led processes for email sendouts.

Social Catfish, Murrieta, CA — Content Strategist

February 2020 - October 2021

- Wrote, assigned, and managed blog articles that were published on their website.
- Interviewed with the press for further research on my articles.
- Developed copy for their website.
- Created articles from Social Catfish for third-party websites.
- Produced scripts for Scamfish presented by Catfished.
- Collaborated with my team to set up videos.

Starcrest Products of California, Perris, CA — Web Content Editor

July 2018 - February 2020

- Edited product copy from print material to go on websites.
- Created headlines for individual products on Adobe Fireworks.

- Arranged images and edited text files on Adobe Dreamweaver to build gateway pages.
- Problem solved issues with missing products.
- Worked with other departments in making sure everything went on the websites.

CSU Monterey Bay (*The Lutrinae Newspaper*), Seaside, CA — Editor-in-Chief

August 2017 - May 2018

- Led a group through running a weekly publication.
- Helped redesign my university's newspaper.
- Interviewed candidates for positions within the newspaper.
- Edited stories and decided which page each story should go on.
- Wrote stories and took pictures for the paper.
- Helped coach reporters on how to write stories.
- Co-hosted a radio show called *The Lutrinae Live*.

Vista Murrieta High School, Murrieta, CA — Founder of the Creative Writing Club

August 2012 - June 2015

- Founded and became the president of Vista Murrieta High School's Creative Writing Club
- Led a group of students through writing activities and meetings.
- Planned events for members and other students, such as a spooky story event and coffee shop readings.
- Tabled for club rush events and literary magazine sales.
- Designed pages for Vista Murrieta High School's literary magazine.
- Creatively wrote stories and poetry that were published in Vista Murrieta High School's literary magazine.
- Was a part of the literary magazine editorial board.

EDUCATION

CSU Monterey Bay, Seaside, CA — B.A. in Human Communication, Journalism

August 2015 - May 2018

Majored in Human Communication with an emphasis in Journalism and minored in Cinematic Arts and Technology. Graduated a four-year university in three years.

Grand Canyon University, Online — M.S. in Marriage and Family Therapy

August 2024 - Present

Working on getting my Master's degree online in Marriage and Family Therapy. Currently maintaining a 3.9 GPA. Completed all counseling courses and am working on specialty courses.