

Ashlee Sevilla

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EDUCATION

Brigham Young University

Apr 2026

Bachelor of Arts: Communications, Emphasis in Public Relations

Provo, UT

Minor in Business

- GPA 3.94
- PRSSA: Attended PRSSA ICON 2024 in Anaheim, CA, learning from various professionals
- Courses: Marketing Management (B+), Media Ethics (A), PR Writing (A), Visual Comm in PR (A), Social & Digital Media (A), PR Research & Measurement (A), Intro to Public Relations (A), Mass Comms & Society (A)

EXPERIENCE

Social Media Strategist

Oct 2024-Present

BYU Athletics

Provo, UT

- Created and managed content for BYU Track & Field/XC and Swim & Dive, generating over 158K views, 107K likes, and 400+ comments across platforms
- Edited broadcast clips, captured live phone footage, and collaborated with coaches, designers, and videographers to deliver timely, platform-optimized content
- Executed digital storytelling campaigns and media day activations that boosted engagement by 222%, while leveraging NCAA social trends to inform strategy and strengthen recruiting presence

Measurement & Evaluation Specialist

Jan 2025-April 2025

PRSSA Bateman Case Study Competition

Provo, UT

- Developed and executed social media campaigns that reached 7,856 accounts, driving awareness for EveryLibrary's mission and increasing audience engagement
- Collaborated with 5 key opinion leaders to promote EveryLibrary, creating content that generated over 51,000 media impressions across platforms
- Leveraged social media platforms to gather 416 petition signatures, using targeted content and calls to action to drive political advocacy

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VOLUNTEER EXPERIENCE

Full-time Spanish-speaking Volunteer

Apr 2022-Sep 2023

Church of Jesus Christ of Latter-Day Saints

Santo Domingo, Dominican Republic

- Increased volunteer effectiveness by providing training in individual communication, problem-solving, and productivity skills for 12 missionaries
- Fluent in reading/writing in Spanish; refined public speaking skills
- Strategized with a team of missionaries on social media content for our Facebook page

SKILLS/INTERESTS/ACHIEVEMENTS/ABILITIES

- Social Listening with Meltwater Certificate
- Organized, detail-oriented, self-starter
- Familiar with social media trends on platforms like Instagram, X, TikTok, and LinkedIn
- Video and photo editing skills (Photoshop, CapCut, VLLO, PremierePro)