

# ASHLEY VISCONTI

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Curious and creative graduate student with a background in marketing, data analysis, and digital content strategy, seeking a Fall/Winter internship at NPR. Experienced in using storytelling, audience insights, and AI tools to engage users across platforms. Strong collaborator with 4+ years of customer-focused experience and a passion for media, accessibility, and meaningful engagement. Excited to contribute to NPR's mission of informing and inspiring through innovative digital experiences.

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## EDUCATION

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### Pennsylvania State University

**Expected Graduation Date: January 2026**

*Master of Professional Studies (M.P.S.) in Data Analytics; GPA: 3.6*

### Molloy College

**Graduation Date: May 2022**

*Bachelor of Science (B.Sc.) in Marketing, Minor in Finance; GPA: 3.9*

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## PROFESSIONAL EXPERIENCE

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### WQR Media, June 2024 to Present

#### **FREELANCE VIDEO EDITOR**

*Weightlifting.org:*

- Restored and enhanced audio quality using normalization techniques and volume adjustments.
- Edited and verified over 5,500 lines of detailed captions for a 3-hour instructional video, ensuring accuracy, clarity, and accessibility.

*Three Hammer Training:*

- Designed mock-ups for horizontal and vertical video formats optimized for social media and website integration.

### Recreational Equipment Inc., Carle Place, NY, August 2021 to Present

#### **SHOP TECHNICIAN**

- Perform quality checks and comprehensive tuning on bikes, skis, and snowboards, ensuring safety standards and meeting performance specifications.
- Guide customers in selecting gear for their outdoor activities and manage customer service projects.
- Clean Salesforce and Excel data to streamline operations, allowing us to serve more customers.
- Develop tool guides and instructional materials for the Action Sports department to enhance team efficiency.
- Cross-trained in different departments to help out during busy seasons and improve store flexibility.

### WIT Legal, Manhattan, NY, July 2022 to July 2023

#### **MARKETING AND SALES ANALYST**

- Managed client intake and case information updates in HubSpot and Bullhorn CRMs.
  - Conducted competitive research on EV startups, identifying patent trends and potential consultant needs for 2023.
  - Analyzed patent litigation trends across 20 law firms over 5 years, identifying opportunities that influenced lawyer outreach strategies for 2024.
  - Identified gaps in client relationships and implemented an action plan for case managers.
  - Developed Excel reports on the global footwear industry, highlighting top brands and patent/trade secret cases, enabling case managers to engage untapped clients.
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## CERTIFICATIONS

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- Google Ads Measurement Certification 2024
  - Google Analytics Certification 2024
  - Relational Database Certification, 2023
  - IBM Data Analyst Certification 2023
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## ADDITIONAL INFORMATION

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### Technical Proficiencies:

- **Data Analytics & Visualization:** SQL, MySQL, Minitab, SPSS, Tableau, Power BI, Python
- **Marketing & CRM Tools:** HubSpot, Salesforce, Google Ads, Lex Machina, Bullhorn
- **Design & Productivity Tools:** Google Workspace, Microsoft Office, Canva, DaVinci, Adobe Premiere Pro

INTERESTS: Olympic-style Weightlifting, Muay Thai (Martial Arts), Obstacle Course Racers (Spartan Races), Improv