

ASHLEY N. DEJONG (dee-young)

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MISSION: 2019 Forty Under 40 - Business Record

PROFILE

- ✓ Social media influencer who is passionate about fashion, food, culture and lifestyle blogging.
- ✓ Model/actor/brand influencer for commercial/print advertising, marketing and brand management.
- ✓ Gained loyal blog readers and followers around the world by writing compelling content that is interesting, engaging, informative, inclusive and fun.
- ✓ Featured in *DSM Magazine* in August 2018 in a social influencers' story about local bloggers who have achieved success in the competitive blogging space.
- ✓ Believe in giving back and contributing to a global community of caring, engaged people.

EXPERIENCE

Social Media Influencer - LADYANDRED, West Des Moines, IA January 2014 - Present

Well-known fashion and lifestyle blog with followers around the world: <https://ladyandred.com>

- Built the blog from ground floor to an internationally-recognized platform, achieved through transparency, authenticity and respect for diverse cultures, preferences, needs and budgets.
- Collaborate with local and national companies/brands across North America to represent, promote and increase awareness of multiple product lines.
- Retained by a prominent fashion hub to sell, market and grow their brand worldwide.
- Develop followers, fans and friends by writing social media articles connecting readers to LadyAndRed brand.
- Create countless opportunities to share and give back to the blog's readership community.

Stay-At-Home Mom/Brand Advocacy, West Des Moines, IA 2013 - Present

- Cherish the time and commitment devoted to enhancing, inspiring and influencing the growth and development of our daughter, the RED part of LadyAndRed.

Registered Nurse (R.N.) - IOWA METHODIST MEDICAL CENTER, Des Moines, IA 2005 - 2013

- Provided nursing services to a diverse community, caring for patients' unique needs throughout the labor and delivery process.
- Established lasting friendships with patients, watching their children grow and develop.
- Consistently offered kindness, support and compassionate care in both happy situations and times of sorrow.

EDUCATION

Mercy College of Health Sciences, Des Moines, IA, 2003 - 2005

- Registered Nurse - Licensed in the State of Iowa; Continuing Education to maintain licensure.
- Associate of Science in Nursing

COMMUNITY COMMITMENT

Four mission trips to Nicaragua, Mexico (two) and California with immersion in the culture, lifestyle, food, and clothing; basic Spanish speaking skills. International travel to Italy, Canada; domestic travel to 20+ states in USA.

► “Ashley is very professional. She has a charismatic, outgoing personality and gives 100% to her work so that everyone is happy. It’s refreshing to work with someone who thinks of others first and is very respectful. Great person to know!” -- Steven Myers, Owner/Agency Director, The Peak Agency, West Des Moines, IA 515.279.4988