

Ashley A. Jared

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Work Experience

Communications Director | Deputy Director | Senior Advisor

Iowa Finance Authority, Des Moines
January 2011-Present

➤ **Executive Leadership**

- Play a lead role in the Authority's strategic planning process, keeping the plan updated and ensuring its implementation across the Authority.
- Ensures that the agency adheres to agency goals, objectives and strategies.
- Serve as a member of the Executive Leadership Team of the Authority, meeting weekly to discuss high-level strategic and often confidential issues.
- Act in place of Executive Director, as necessary
- Plan quarterly strategic planning workshops for the Iowa Finance Authority and Title Guaranty Board of Directors and key staff to discuss key strategic issues and plans.

➤ **Marketing & Communications**

Market and communicate IFA's programs to consumers, realtors, lenders, communities and stakeholders to position IFA as a housing industry "thought leader" and increase awareness and use of programs.

- Team lead for all communications staff
- Implement marketing plans for all programs
- Manage all marketing materials
- Serve as the point of contact for all media interaction
- Plan all public events, including IFA's annual HousingIowa Conference, drawing nearly 500 attendees

- Write and distribute news releases and maintain relationships with Iowa statewide media

➤ **Communications Technology**

Serve as IFA's lead employee on issues of communication technology.

- Implement and manage Iowa Finance Authority's social media strategy, including educating staff, Board and others about IFA's social media efforts, trends and tools at meetings and national and local events
- Constantly monitor all social mediums for mentions of the agency, key staff members, programs and issues
- Establish and maintain strong media relationships and secure media placement through frequent social media interaction
- Maintain all IFA web sites, ensuring that all information is accurate, accessible and that the appropriate technology is being used to effectively communicate online

Interim Communications Director

Iowa Finance Authority, Des Moines
October 2010-January 2011

Assistant Communications Director

Iowa Finance Authority, Des Moines
October 2008 – September 2010

Public Relations Account Coordinator

September 2007 – October 2008

Strategic America, Des Moines

Agency/Client Duties:

- Social media training/implementation
- Development/distribution of news releases
- Executive speech preparation

Public Relations Intern

May 2007 – September 2007

Strategic America, Des Moines

- Detailed PR value and media content analysis for clients
- News Releases and media pitching

Community Involvement

Leadership Iowa

Class of 2012-2013

Iowa Home Owner Education Project Board of Directors

2013 - present

International Association of Business Communicators (IABC) Board of Directors

2008 - present

Warren County 4-H Youth Advisory Board

2013 - present

Polk County Housing Trust Fund Board of Directors Marketing Committee

2013 - present

Speaking Engagements:

National Council on State Housing Agencies

- 2013 Annual Conference, New Orleans, LA, Presented: Collaboration Behind the Home Page
- 2011 Annual Conference, San Diego, CA Presented: Social Media Tools of the Trade
- 2009: Annual Conference, San Antonio, TX Presented: Best of HFA's: Social Media Presented: Social Media Workshop

Education

Drake University

Masters of Public Administration, 2013

Drake University

Certified Public Manager, 2012

Iowa State University

Bachelor of Science Degree, 2007

Public Relations Major

Business Communications Emphasis

Awards

American Academy of Certified Public Managers George C. Askew Award

- 2012: Removing Barriers: Recruitment & Retention of Generation Y

National Council on State Housing Agencies

- 2009: Best of HFA's: Annual Report

International Association of Business Communicators (IABC) Bronze Quill Awards:

- 2013: The Meaning of Homeownership Contest
- 2010: Video Annual Report
- 2009: IFA 2008 Annual Report
- 2009: IFA Funnel Cakes for Funnel Week Event
- 2008: SA Exec's Make a Splash for Charity media
- 2008: Winefest Des Moines, Media Relations

Public Relations Society of America (PRSA)

PRIME Awards:

- 2008: Community Champion Award: "SA Exec's Make a Splash for Charity" media advisory
- 2008: Award of Merit: "ID Action Newsletter Series"

Computer Skills

PC and Macintosh

- Business Software: Microsoft Office
- Design Software: Adobe Photoshop, Adobe Illustrator 10.0, InDesign