

Ansley Speice

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306 Memorial Hall
Athens, GA 30601

EDUCATION

The University of Georgia, Athens, GA May 2026
Master of Arts in Journalism and Mass Communication, Emerging Media

- **GPA:** 4.00/4.00
- **Coursework Focus:** Emerging Media Strategy, Emerging Media Design, Emerging Media Project Management

The University of Georgia, Athens, GA May 2025
Bachelor of Business Administration in Marketing

- **GPA:** 3.69/4.00
- **Honors:** Dean's List (3.5 Semester), Zell Miller Scholarship (Full Tuition)
- **Coursework Focus:** Marketing Research for Business Decisions, Digital Marketing Analytics, International Marketing

SKILLS

WordPress, HTML, CSS, JavaScript, Visual Studio Code, Xcode, Swift, Google Analytics, Meta Ads, Canva, Social Media Strategy, Photography, Figma, Qualtrics

INTERNATIONAL EXPERIENCE

Spain, Morocco - Terry College of Business, Business and Culture May 2024 - June 2024

- In-depth training on international marketing strategies and cultural habits
- Communicated with professionals in marketing to learn about opportunities in their field
- Defined implications of digital privacy relating to marketing around the world

Innsbruck, Austria (UNO) – Innsbruck International, History and Culture June 2023 - August 2023

- Specialized in Environmental History and Cultural Anthropology
- Investigated the Roma-Gypsy population in Innsbruck to learn about their dynamics in Austrian society
- Coordinated and planned travel to Prague, Florence, Budapest, and Vienna for 13-plus students

Modena, Italy – Mary Frances Early College of Education, Early Childhood Education May 2022 - June 2022

- Taught first-grade students English
- Learned the Reggio Emilia learning philosophy through hands-on classroom experience and tours
- Resided with an Italian Host family with two younger sisters, ages 9 and 10

EXPERIENCE & LEADERSHIP

ASpeice Photography, Self-Employed Photographer, Athens, GA January 2024 - Present

- Launched a sustainable business model to fill unmet photography needs
- Specialize in professional headshots, group photos, graduation pictures, and event photography
- Coordinate all aspects of photography events, including communication, site logistics, and editing
- Built strong relationships with clients, which resulted in repeat events and positive word-of-mouth advertising
- Developed a website and social media that support credibility and highlight past work

The Classic Center, Social Media and Marketing Intern, Athens, GA August 2025 – Present

- Curate, create, and schedule content across Facebook and Instagram to build brand awareness
- Monitor and analyze performance metrics to optimize content strategy
- Increased Facebook following by 200+ and Instagram following by 100+ within the first month, exceeding early growth benchmarks

Active Minds Vice President of Marketing, Founding Officer, Athens, GA May 2024 – May 2025

- Founded the UGA chapter of Active Minds to promote mental health resources for students
- Increased Instagram following from 0 to over 350+ followers in one year through consistent content and strategic promotion
- Coordinated, planned, and advertised for 6 on-campus events
- Recognized by Georgia Power during a football game for campus mental health leadership

Online Media Director for Kappa Alpha Theta, Officer, Athens, GA November 2023 – November 2024

- Increased engagement on our social media platforms by cultivating an organized posting schedule
- Elected by the members to represent the 350+ active members and thousands of alumni of Kappa Alpha Theta
- Maintained and updated the official website for the Gamma Delta Chapter of Kappa Alpha Theta

American Marketing Association, Member, Athens, GA August 2022 – May 2025

- Engage in weekly meetings that connect members to a variety of companies and recruiters
- Learn about marketing strategies and programs that are employed at these companies

INTERESTS

Trying New Cuisines, UGA Football, Yoga, and Traveling to Unique Places