

Ashtin Dowler

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SUMMARY

Dynamic content strategist and copywriter with 5 years of experience. Proven track record in crafting engaging marketing content and managing cross-functional projects at Devvcore, complemented by experience in content creation at Zen Media. Skilled in writing, communication, and project management, with a strong foundation in data analytics and educational technology.

WORK EXPERIENCE

Devvcore, AI Automation Agency

Content Strategist & Project Manager

Nov 2024 - Present

- Develop and manage marketing content, including landing pages, pitch decks, and client materials, for AI-driven software solutions.
- Oversee cross-functional projects from planning to delivery, ensuring clear communication and on-time execution.
- Create scalable systems for content strategy, client onboarding, and internal project workflows.

Epic Charter Schools

Teacher

2023 - Present

- Deliver engaging and personalized instruction to diverse student groups, utilizing digital tools to enhance learning outcomes.
- Conduct virtual training sessions for students, parents, and colleagues on effectively integrating educational technology tools.
- Manage and analyze student performance data to adjust instruction and improve digital engagement.

Victory Christian School

Teacher

2022 - 2023

- Coordinated lesson planning, student assessments, and parent communications to ensure effective management of multiple responsibilities.
- Organized and prioritized diverse educational tasks to enhance classroom efficiency and effectiveness.
- Facilitated clear and consistent communication between students, parents, and faculty to support student success.

Johnson Industries

Account Executive

2020 - 2022

- Managed client relationships by providing support and solutions, which resulted in enhanced customer satisfaction and retention.
- Conducted onboarding and training sessions for new clients, ensuring a seamless transition to digital tools.
- Enhanced customer retention rates through effective relationship management and strategic problem-solving.

Zen Media

Copywriter

Jun 2022 - Aug 2022

- Developed and refined content for multiple platforms, including blogs, websites, social media, and digital ads.
- Collaborated with marketing and design teams to align content with brand voice and campaign goals.
- Conducted research to enhance SEO optimization and ensure content accuracy and relevance.

EDUCATION

Oral Roberts University

2020

B.S., English

CERTIFICATIONS

Social Media Management, Meta

2025

SKILLS

MS Office Suite and Google Workspace • Writing • Data Analytics • Education Technology & LMS Platforms • Content Creation • Project Management • Communication