

Ashley Darland

Freelance Writer and Social Media Manager

ashley.darland@gmail.com

PROFESSIONAL WRITING

South Carolina Historical Society, Education Coordinator

MAY 2015 - PRESENT

- Education curriculum: classroom activities, lesson plans
- Marketing materials: social media posts, press releases, website content, email newsletters
- Philanthropic and fundraising campaigns: grant proposals, sponsorship packets

Drayton Hall Historic Site, Communications Associate

FEBRUARY 2012 - APRIL 2015

- Managing editor: monthly email newsletter *Circa*
- Ghostwriting: Quarterly executive director's column in *Interiors* magazine, blog articles by the executive director
- Marketing materials: press releases, e-mail newsletters, website content, promotional copy for events
- Social media management: Facebook, Twitter, Instagram, Pinterest, Wordpress
- Copy editor: *Interiors* quarterly newsletter

BiblioLabs, Freelance Writer and Curator

APRIL 2013 - OCTOBER 2014

- Copy writing: product descriptions for iTunes store, synopses of historic events, descriptions for online exhibits

EDUCATION

University of Kentucky, Master of Historic Preservation

MAY 2010

Georgetown College, Art History and English

DECEMBER 2007

WRITING SAMPLES

Press Release: "[Drayton Hall Announces Bold New Step Towards Future](#)"

Blog Article: "[Farewell, Denise and Betsy](#)"

Newsletter: "[Interiors Winter 2015](#)"

Event Recap: "[Preserving our History, Telling our Story](#)"

Online Exhibit Copy: "[Robert Mills: Architect of a New Nation](#)"

Guest post: "[A Local's Guide to Charleston](#)"

Personal Writing: "[California Road Trip: Marin County](#)"

RECENT PROJECTS

Successful Grant Proposals: My proposal for a Library of Congress grant was awarded the full amount of \$20,000.

Social Media Management: I managed Drayton Hall's social media accounts and added Instagram and Pinterest and maintained a steady increase of followers.