

Ashley Baca

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PROFESSIONAL SUMMARY

Nonprofit development, marketing, and communications professional with more than 10 years of experience supporting fundraising campaigns, donor engagement, events, and mission-driven storytelling. Skilled in donor communications, digital fundraising strategies, community partnerships, and project management.

SKILLS

Basic proficiency in Spanish and Italian

Marketing & Communications • Brand Storytelling • Campaign Strategy • Email Marketing • Content Development • Copy Writing • Analytics

Fundraising & Engagement • Donor Journeys • Online Giving Optimization • Sponsorship Support • Community Partnerships

Design & Creative • Graphic Design • Art Direction • Visual Branding • Infographics • Photography

Digital & Web • Website Design (HTML, CSS, SEO, Responsive) • UI/UX • Accessibility • Web Analytics

Social Media • Content Creation • Audience Engagement • Advertising & Reporting

Media Production • Videography • Video Editing • Motion Graphics • Streaming

Project Leadership • Creative Direction • Cross-Functional Collaboration • Workflow & Vendor Management

TECHNICAL TOOLS

CRM & Fundraising: Blackbaud Raiser's Edge NXT • Blackbaud Luminare Online • Bloomerang

Email Marketing: Mailchimp • Constant Contact

CMS & Web: WordPress • Elementor • Divi • WooCommerce • Wix

Design & Media: Adobe Creative Cloud • Canva • InShot

Analytics & Marketing: Google Analytics • Google Tag Manager • Google Ads (Paid & Grants) • SEO Tools

Social Media Tools: Hootsuite • Publer • Buffer

Collaboration & Product: Figma • Sketch • InVision

Office Suites: Microsoft Office • Google Workspace

EDUCATION

MFA, Graphic Design | Savannah College of Art & Design | 2017
BFA, Visual Arts | Bennington College | 2003

PROFESSIONAL EXPERIENCE

Nonprofit Development, Marketing, & Communications Strategist & Consultant

Ashley Lynn LTD | Remote | 2007–Present

- Provide strategic communications and fundraising support for nonprofit and mission-driven organizations, including campaign messaging, donor appeals, and digital engagement strategies
 - Develop storytelling and marketing content for donor outreach, fundraising, events, and sponsorship recognition
 - Lead website development, email marketing, and social media initiatives to strengthen community engagement and support fundraising goals
 - Collaborate with leadership to align communications, outreach, and development strategies
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- Representative clients include:

Marketing, Communications & Development; Executive Committee Secretary

Minoru Yasui Legacy Project | Portland, OR | 2023–Present

- Lead communications and digital strategy supporting civil rights and social justice education, advocacy, and community engagement across social media, email, video, print, and web, increasing visibility and strengthening connection to programming
- Played a key role in doubling participation in the national Minoru Yasui Student Contest (2023–2025) through outreach efforts.
- Supported event planning, promotion, and execution, including digital campaigns, livestream coordination, and post-event content
- Developed press materials and supported media outreach, including press releases and promotional content for public programs
- Leadership and partnership collaboration to align and amplify messaging.

Marketing, Web & Digital Systems

Cal Farley's Boys Ranch | 2020–Present

- Design and maintain organizational websites, ensuring responsive, accessible, and user-centered experiences aligned with brand and fundraising goals.
- Manage web infrastructure and server environments (Plesk/WordPress), including performance optimization, security, and troubleshooting.
- Support online fundraising through donation form setup, user experience improvements, and platform integrations.
- Implement and manage web and social tracking to measure performance and inform strategy.
- Collaborate with internal teams to streamline workflows and support digital marketing and fundraising initiatives.

Manager, Marketing & Communications

Cal Farley's Boys Ranch | Amarillo, TX | 2014–2020

In addition to the above:

- Produced donor appeals, newsletters, and fundraising communications supporting engagement with supporters across social media, email, video, print, and web, increasing visibility and strengthening connection to programs and services.
- Led and developed written and video impact stories for outreach and fundraising, while collaborating with internal teams and external vendors to streamline workflows and support marketing and fundraising initiatives.
- Increased digital engagement and fundraising visibility: increased online giving by 78%, website sessions by 67%, and email open rates from 6% to 26%.
- Supervised and trained staff and interns while mentoring ethical storytelling practices about at-risk youth.

Progressive Roles: E-Commerce Associate, Marketing Asst., Expansion Asst.

Buffalo Exchange, LTD | Tucson, AZ | 2005–2011

COMMUNITY LEADERSHIP & NONPROFIT ENGAGEMENT

Director, Marketing & Outreach | PDXWildlife | Portland, OR | 2015–2025

Director, Marketing & Comms | Brooklyn Cooperative Preschool | Portland, OR | 2022

Created content for social media, email, web, print, and fundraising to support communications and digital outreach efforts for a Portland-based wildlife conservation organization and preschool cooperative.

Speaker, Nonprofit Marketing Careers (2018–2021) & High School Career Mentor (2019–2020) | Amarillo Rotary Club | Amarillo, TX

PROFESSIONAL TRAINING

HubSpot Training | 2024

Blackbaud Luminare Online Training & Certification | 2020

Blackbaud Raiser's Edge NXT Online Training | 2020

Nonprofit Storytelling Conference | 2015 & 2016