

Ashley E. Wilhelm

asheliz@unc.edu
(828) 412-1551

[linkedin.com/in/ashley-wilhelm12](https://www.linkedin.com/in/ashley-wilhelm12)

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill

May 2026

Kenan Flagler Business Administration B.S, Statistics & Analytics Minor, Conflict Management Minor

- GPA 3.649

Honors and Awards

- Dr. Brian Ling Memorial Scholarship Recipient
- Spring 2023 Dean's List
- ACSI Distinguished Student Award and Outstanding Senior Integration Project Award

London School of Economics

July 2023

Study Abroad

- Thematically analyzed my leadership style by applying theory taught on personality, motivation, culture, and conflict
- Worked with international students to evaluate and compare prominent leadership strategies in our various countries
- Built a global network by fostering relationships with a diverse set of students who are entering the business sector

EXPERIENCE

The rAVe Agency – Chapel Hill, NC

June 2023

Trade Show Intern

- Executed creative, experiential marketing tactics alongside a team of interns to generate 5,000+ leads for sponsors
- Filmed and developed 350+ 2-minute trade show coverage videos as promotional content for subscribers
- Established professional relationships on the spot with over 150 executives in the audio-visual industry

DMR Design Build – Asheville, NC

December 2022 – May 2023

Marketing Intern

- Developed marketing initiatives for social media content curation, email campaigns, and review/ referral accumulation
- Assembled monthly newsletters as a means of corporate promotion for previous and prospective clients
- Designed company website on Houzz platform and wrote corresponding copy
- Mastered Houzz interphase by creating and updating company profile weekly to boost SEOs and accumulate leads

LEADERSHIP AND COMMUNITY INVOLVEMENT

Alpha Chi Omega – Chapel Hill, NC

August 2022 – Present

Publications Chairman, Assistant VP Membership Programming

- Compile and create weekly publications to communicate important information in a concise manner to 200+ members
- Coordinate and host creative events that foster a culture of belonging, friendship, and mentorship within our organization
- Collaborate with other board members to manage finances, create schedules, and communicate with vendors and alumni

Young Life – Durham, NC

January 2023 – Present

Leader at Trinity School of Durham and Chapel Hill

- Mentor 40+ at risk high-school students by providing them with unconditional acceptance and faith-based guidance
- Collectively work with 5 other leaders to plan 3 weekly events that promote recreation and personal growth of students

Carolina Women in Business + UNC Marketing Club – Chapel Hill, NC

August 2022 – Present

Active Club Member

- Explored career interests and opportunities within the industry through workshops, panels, and networking events
- Formed mentor/ mentee relationships with students currently enrolled in Kenan Flagler and networked with alumni

Asheville Symphonettes – Asheville, NC

August 2018 – May 2022

Corresponding Secretary, Special Projects Chairman

- Spearheaded a fundraiser in which we raised \$10K+ to alleviate the symphony's financial hardships during the pandemic
- Organized initiatives to encourage youth concert attendance by fostering a love for classical music at elementary schools

Additional Information

- Limited work proficiency in Spanish
- Student Body Vice President at Asheville Christian Academy
- Waitress at Iurato's Pizzeria for 15 hrs./wk. through high school
- Recreational interests: food and culture lover, aspiring half marathon runner, romance novel enthusiast