AASHA LEWIS-REDWAY

646-282-6346| aashalewis@gmail.com | linkedin.com/in/aashalewisredway/

EDUCATION

Hofstra University, Long Island, New York — **Graduated December 2020**
MA (Master of Arts) in Public Relations — GPA 3.69

State University of New York College at Oneonta, Oneonta, NY — **Graduated May 2008**
BA (Bachelor of Arts) in Music Business and Business Communications — GPA 3.72
Omicron Delta Kappa Honor Society — Inducted 2008

Highlights:

- Meta Certified Digital Marketing Associate (ID: CF01028271, Expires: December 2025)
- Member of the Marketing and Media Committee for the Iota Theta Zeta Chapter of Zeta Phi Beta Sorority, Incorporated
- Active participant in Media Girls Network, Black Girls In Media, Women In Music NYC Chapter, and Recording Academy Grammy U NYC chapter; Angela Rye's Professional Development Program
- Contributed support to music artists: Ciara, Chris Brown, Usher, Marvin Sapp, and Erica Campbell, associated labels RCA Inspiration, JIVE, J Records, RED Music, Hitz Committee Records, Thirty Tigers, Metal Blade, and Relapse Records.
- Contributing Writer for: Miixtapechiick; DJ Booth

PROFESSIONAL EXPERIENCE

Brand Ambassador-Part-Time, MKTG — **September 2020- Present**

- Offer customers samples for on and off-premise events, enhancing product exposure.
- Uphold consistent visual merchandising standards to emphasize product features, attract customers, and drive sales.
- Orchestrate promotional events, including setup and breakdown of event sites to increase product visibility.

Assistant Pain Management Manager, Orlin & Cohen A Northwell Company(Laid-Off) **December 2021-December 2023**

- Oversaw daily office operations and delegated authority to assigned supervisors and staff.
- Assisted supervisors in developing and implementing short- and long-term work plans and objectives for clerical functions.
- Assisted and trained supervisors in understanding and implementing office policies and procedures.
- Developed guidelines for prioritizing work activities, evaluated effectiveness, and modified activities as necessary.
- Ensured that the seven Long Island/Queens offices were staffed appropriately; assisted in the recruiting, hiring, orientation, development, and evaluation of clerical staff; managed over 60 staff members.
- Established and maintained an efficient responsive patient flow system and daily excel reports
- Oversaw and approved office supply inventory, ensured that mail was opened and processed, and offices were opened and closed according to procedures.
- Possessed knowledge verification of insurances; protected and secured medical records, updated demographic and financial information; protected and secured medical records.
- Demonstrated knowledge and utilization of EMR, medical coding, and billing relevant to practice; oversaw the billing and collections portion of the office; worked effectively with vendors.

Digital Branding & Content Supervisor, GENEUS — **January 2016-December 2021**

- Managed marketing budgets ranging from 5k to 10k, handled invoices, and developed sponsorship decks for a startup.
- Oversaw the hiring and training process for the onsite/remote student internship program; managed 6 to 8 students per semester; coordinated weekly meetings, handled schedules and input timecards; assigned daily work tasks; maintained documentation of each student's progress and evaluations via Google Workspace.
- Established a partnership with WRHU Hofstra Radio to facilitate Music and Media Industry education for students.

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- Led the audio and video distribution for weekly show segments; organized and reviewed the website's analytics, including clicks, purchases, plays, streams, downloads, social media follows, and subscriptions.
- Executed social media marketing strategies on Facebook, Instagram, TikTok, LinkedIn, and X in web-based conferences to determine best practices for SEO optimization for consumer engagement with content consultants.
- Oversaw the scheduling of artist/celebrity/influencer interviews, conducted light graphic design, and provided segment hosts with talking points.

Music Producer of Hip-Hop Basement, WRHU Hofstra Radio (Apprenticeship) **January 2019- December 2020**

- Maintained the Music Master Library and accurately entered song information and non-music elements into music scheduling software and automation systems.
- Conducted light audio editing, incorporating fades and inserting correct digital markers to enhance appeal based on music and content selection within the channel genre.
- Retrieved listeners' requests and calls from electronic webmail and the call request line.
- Coordinated artist interviews and managed the show segment calendar.
- Monitored assigned specialty programming for content and technical quality control, ensuring the accurate start time of the program and preparing the programming rundown.
- Served as an in-studio producer, ensuring smooth live broadcasts by maintaining proper audio levels, implementing elements at appropriate times, and troubleshooting technical issues under pressure.
- Assisted the Program Director in writing station sweepers, imaging, promos, and selecting music.
- Participated in monthly music meetings, monitored format charts, and demonstrated an understanding of DSP platforms.
- Acted as a liaison to music artists during celebrity visits and communicated with record labels as directed by management.

Digital Production Coordinator/Media Planner, RED/SONY Music (Laid-Off) **May 2008-December 2011**

- Supervised all production related to website, email marketing projects, and the on-campus communication system.
- Developed presentations outlining best practices for artist engagement and maintained effective communication, reporting digital release metrics to the Production Team on a daily and weekly basis. Acted as a direct contact with C-suite executives and project managers, strengthening internal and external partnerships.
- Led image editing and light graphic design work, collaborating with digital strategy and editorial teams to enhance website performance. Served as the first-line quality control for digital materials, proofing for typos and formatting issues.
- Partnered with the creative team to develop creative campaign elements for sales presentations, strategic opportunities, and Request for Proposals for client meetings.
- Monitored and compiled reports on campaign performance, implemented media inventory, rate cards, and yield management.
- Provided rationale for plan placement to assist with sales concepts and inventory.
- Communicated and collaborated with various internal departments and/or agency/local vendors to ensure on-time, cost-effective delivery of marketing communication materials.

Skills

Digital and Social Media Marketing	Strategic Planning and Execution	Cross-functional Collaboration-Sales
Artist Relations-Roster Management	Competitive and Strategic Planning	Business and Brand Development
Website Management	Training and Development	Budgeting and Allocation

Apple /MacOS & iOS, Google Apps, Zendesk, GRAS, Kronos, Soarian, Adobe Software, IODA, Google Suite, Workspace, Audition, Zetta/Automation, Salesforce, Canva, Google Slides, Cision