

AVA GREENEY

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Creative thinker with a passion for branding, fashion, storytelling, and an eye for aesthetics. Marketing graduate from Arizona State University, blending business strategy with creativity to build impactful brands and curate memorable experiences.

EXPERIENCE

Social Media & Content Assistant | Highway Girls Official | Scottsdale, AZ **Apr 2024 - May 2026**

- Partnered directly with the founder to develop and execute Instagram and TikTok content strategies aligned with brand goals and seasonal priorities.
- Styled products and curated fashion looks, settings, and props for on-brand photo and video shoots.
- Wrote social copy, researched emerging trends, and organized content calendars to support engagement and brand awareness.
- Supported product launches and coordinated content deliverables while maintaining a consistent visual identity across channels.

Nanny & House Manager | Private Family | Scottsdale, AZ **Jan 2023 - May 2026**

- Managed complex family schedules, transportation, household inventory, and day-to-day priorities with discretion and reliability.
- Planned educational activities and health-conscious meals while balancing multiple responsibilities in a fast-paced environment.

Sales Associate | Orangetheory Fitness | Fairfax, VA **Feb 2022 - Aug 2022**

- Conducted 40+ outbound lead calls per shift, presented membership options, and supported prospective members through enrollment.
- Assisted with studio social media, member technology setup, facility standards, and accurate membership documentation.

EDUCATION

Arizona State University, W. P. Carey School of Business | Tempe, AZ **May 2026**

Bachelor of Science in Marketing | Minor in Fashion (FIDM) | GPA: 3.9 | Dean's List, 8 semesters

LEADERSHIP & INVOLVEMENT

Member, Delta Zeta, Pi Zeta Chapter | Arizona State University

SKILLS & CERTIFICATIONS

Content & Creative: Social media strategy, content calendars, copywriting, creative direction, fashion styling, trend research and forecasting, graphic design

Tools: Canva Pro, CapCut, Microsoft Excel, Microsoft 365, Google Workspace

Certifications: Google Analytics, Google Ads Search, Data-Driven Planning, Google Search Optimization