


Lindsay Ashford

Student

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PROFILE

Motivated student at the University of Oklahoma's Gaylord College pursuing an accelerated B.A./M.A. in Advertising and Strategic Communication. Brings strong interpersonal and leadership skills from fine dining experience, with a foundation in brand strategy and advertising research.

EDUCATION

The University of Oklahoma

Accelerated BA/MA in Strategic Communications, Advertising

- B.A. in Advertising, anticipated May 2026
- M.A. in Strategic Communication (Accelerated Program), anticipated May 2027
- Minor in Psychology
- GPA 3.9

EXPERIENCE

Junior Consultant

Oklahoma City Thunder

Completed as a part of a brand strategy course at the University of Oklahoma during the Fall 2025 semester

- Led development of a comprehensive research proposal as graduate team lead, executing primary and secondary research and deploying a Qualtrics survey
- Presented a data-driven strategy and implementation plan to the Thunder's Marketing and Brand Engagement team, delivering actionable insights to enhance fan engagement, strengthen brand affinity, and inform future digital experiences

Junior Consultant

BOK Financial and HLK Agency

Completed as a part of a brand strategy course at the University of Oklahoma during the Fall 2025 semester

- Co-led a student team in developing a research-driven creative brief to reposition Bank of Oklahoma a long-term financial partner for college students and emerging adults
- Conducted primary and secondary research to uncover student attitudes, financial behaviors, and brand perception gaps
- Presented a data-backed creative brief to BOK Financial's marketing team and HLK, informing messaging and audience strategy

LEADERSHIP AND SERVICE EXPERIENCE

SERVER AND BARTENDER

Benvenuti's Ristorante, Norman, OK

August 2023 to Present

- Extensive education on spirits and wine
- Both a shift leader and member of the training team, ensuring new hires meet fine dining standards of service, menu knowledge, and guest experience

SKILLS

- Fast learner
- Interpersonal communication
- Adaptable
- Self-motivated
- Time management
- Detail-oriented
- Collaborative
- Strategic