

Ashley Hunter

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PROFESSIONAL SUMMARY

Film and entertainment business graduate specializing in creative development, script coverage, narrative analysis, and genre research, with a focus on horror and psychological thrillers. Combines hands-on experience in festival screenplay evaluation and elevated story structure with advanced business training in financial forecasting, market research, and multi-channel marketing campaigns, including managing production timelines, conducting competitive trend analyses, providing film festival support, and supporting fast-paced creative teams through strong organizational leadership.

SKILLS

Development & Narrative Analysis:

- Script Coverage & Evaluation · Character Psychology
- Genre Research · Audience Analysis

Film Publicity & Communication

- Press Kits · Press Release · Festival Submissions
- Written Communication · Media & Audience Research
- Industry Networking

Digital Marketing & Branding

- Audience Development · Social Media Strategy
- Market Research · Campaign Development
- Grassroots Marketing · Brand Storytelling

Project Management

- Production Scheduling · Timeline Development
- Work Breakdown Structure · Risk Management
- Problem Solving · Budget Management

Production & Live Events

- Production Coordination · Camera Assisting
 - Fast-Paced Operations
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EXPERIENCE

Festival Intern/Volunteer

September 2025 - Present

Austin Film Festival, Austin, TX

- Evaluated high volumes of feature and short screenplay submissions within strict deadlines, delivering detailed script coverage and commercial viability assessments.
- Assessed submissions for originality, audience appeal, and alignment with festival programming standards.
- Collaborated in a fast-paced review environment while managing consistent analytical rigor.
- Conducted quality checks and technical evaluation for submitted film files, ensuring proper audio/visual playback integrity and compliance with festival screening standards.

Event Production Volunteer

June 2026 - September 2026

WWE NXT, Orlando, FL

- Executed live event operations, crowd-flow management, and floor logistics during high-energy live television broadcasts.
- Collaborated with production teams and crew members to maintain fast-paced schedules under live-broadcast conditions.
- Relayed clear communication across multidisciplinary event staff.
- Routed cable runs, signal distribution, and power connections to maintain broadcast connectivity for handheld and pedestal camera operators.
- Configured camera equipment, lenses, and accessories to facilitate rapid setups during live award-ceremony production.
- Secured clear camera pathways and production-safety zones in high-traffic areas, interacted with stage managers and technical directors to preserve production flow.

Sales Cast Member

January 2026 - June 2026

Walt Disney World Resorts, Orlando, FL

- Translated brand standards into guest interactions reinforced company's service expectations.
- Monitored daily sales-floor activity and guest engagement to support department performance metrics.
- Resolved guest concerns in a high-volume environment, demonstrating adaptability and clear communication under pressure.

Event Planning Support / Night Auditor

September 2023 - January 2026

Marriott International, Decatur, TX

- Organized event documentation, rooming lists, and key-request information for event programming.
- Verified detailed financial and operational records to preserve nightly reporting accuracy.

Street Team Marketing

May 2013 - June 2020

Sumerian Records, Dallas, TX

- Activated grassroots marketing campaigns through street-team promotions, retail outreach, and regional fan engagements.
- Deployed promotional materials and proposed outreach to increase awareness of new releases.
- Connected with demographics to build brand visibility around releases and showcases.

EDUCATION

Master of Science in Entertainment Business (M.S.)

September 2026

Full Sail University, Winter Park, FL

Bachelor's in Digital Filmmaking

September 2021

The Los Angeles Film School, Los Angeles, CA

DEVELOPMENT & CREATIVE ANALYSIS

Medium Blog.

Film and Television Analyst & Writer.

- Deconstruct in-depth analysis of feature film and television screenplays, evaluating plot architecture, character psychology, tone, and commercial viability.
- Employ structured script-coverage frameworks and SWOT competitive analysis to evaluate project strengths, weaknesses, and target-market positioning.
- Monitor emerging trends in elevated horror and character-driven thrillers, translating market research into published analytical essays.

YouTube.

Film Analysis Content Creator.

- Craft video essays breaking down narrative structure, pacing, thematic execution, and audience engagement strategies.
- Investigate industry trends, release patterns, and genre evolution to inform story analysis.

LoveHex.

Clothing Brand Founder & Creative Director.

- Shape creative development of an independent fashion brand, translating original concepts into marketable products, visual campaigns, and brand experiences.
- Direct end-to-end creative projects from concept and development through production and launch, coordinating timelines, vendors, budgets, and deliverables.
- Analyze audience and market research to inform product development, branding, positioning, and digital marketing strategies.
- Established brand digital presence, developing content and audience engagement strategies to increase visibility within target market.

The Weight of Quiet Things.

Independent Film Producer.

- Developed a festival-ready press kit including logline, short and extended synopsis, director's statement, filmmaker biography, cast and crew information, and project credits.
- Researched and mapped film festivals aligned with project's genre, target audience, and market positioning to inform submission and publicity strategy.
- Managed creative and production development from concept through festival preparation, coordinating project materials and deliverables.