

Ashley Hunter

Austin Texas & Orlando, FL | (940)-273-0802 | [Email](#) | [Linkedin](#) | [Portfolio](#)

EDUCATION

Full Sail University

Entertainment Business, M.S.

Orlando, FL

September 2026

Los Angeles Film School

Digital Filmmaking, B.A.

Los Angeles, CA

September 2021

RELEVANT EXPERIENCE

Freelance

Production Assistant

Orlando, FL

January 2026-Present

- Streamlined walkie-talkie distribution, tracking systems, and check-out procedures for on-set communications
- Coordinated time-sensitive runs and logistics in direct support of production leadership
- Collected daily tracking data, put it into digital spreadsheets, and checked it for accuracy

Austin Film Festival

Festival Intern/Volunteer

Austin, TX

September 2025-Present

- Evaluated high volumes of features and short screenplay submissions within strict deadlines, delivering detailed script coverage
- 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

WWE NXT

Event Production Assistant

Orlando, FL

June 2026

- Executed live event operations, crowd-flow management, and floor logistics during high-energy live television broadcasts
- Coordinated 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

Sumerian Records

Street Team Marketing

Dallas, Tx

May 2013 – June 2020

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

DEVELOPMENT & CREATIVE ANALYSIS

Medium Blog
Film and Television Analyst Writer/Blogger.

Dallas, Tx
December 2025-Present

- 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 Content Creator
Genre Film Analysis

Dallas, Tx
December 2025-Present

- 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

Lovehex
Clothing Brand Founder & Creative Director

Dallas, Tx
February 2024-Present

- 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

SKILLS

Script Coverage & Analysis,
Scheduling, Administrative
Support, Event Organization,
Note-Taking, Research,
Problem-Solving, Adaptability,
Time Management

SOFTWARES & TOOLS

Social Media Marketing, Google Analytics,
Scenichronize for Show Users, New
SmartTime for Cast and Crew, SmartStart for
Crew, Canva Essentials, Movie Magic
Scheduling 10, Movie Magic Budgeting, AI Tools