

Ashley Cunningham

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EDUCATION

University of San Diego, Knauss School of Business

Bachelor of Business Administration in Business Administration

Major GPA: 3.89/4.0 Cumulative GPA: 3.8/4.0

Expected Honors: Magna Cum Laude

Study Abroad: University of Fordham London

San Diego, CA

August 2025

Summer 2024

RELATED PROJECTS

Corporate Strategy Consultant

Jan 2025–May 2025

Estée Lauder - Global and Sustainable Business Strategy

San Diego, CA

- Assessed Estée Lauder's core competencies in innovation, brand management, and global operations to evaluate competitive advantage.
- Analyzed corporate structure, culture, and governance to understand strategic alignment and organizational effectiveness.
- Benchmarked strategic posture and diversification against key competitors to determine sustainability of current positioning.

Maternal Health Business Consultant

Aug 2024-Jan 2025

Global Social Sustainability

San Diego, CA

- Developed a circular baby clothing rental service that promotes sustainable consumption, improves maternal and infant health, reduces financial barriers for low-income mothers, and minimizes textile waste.
- Conducted research on maternal health disparities, including interviews with doctors and nurses, to inform a strategy that reinvests some of the profits into mentorship programs for under-resourced mothers.
- Partnered with Mama Mentorship to provide pregnant women with health education, prenatal care guidance, and community support, improving access to maternal healthcare resources.

Sustainability & Community Development Analyst

July 2024

USD Community Garden Proposal - Sustainability: Sociological Perspectives

London, UK

- Developed a comprehensive proposal for a community garden initiative at USD, inspired by field research in London, including farm and local market visits
- Addressed food system challenges such as environmental degradation, social inequalities, and health impacts, drawing from London's sustainable agriculture insights to shape a unique, community-centered approach.
- Drafted a strategic implementation plan for university approval, emphasizing funding, fostering cultural diversity, and long-term sustainability benefits

Marketing Student Consultant

Jan 2023-May 2023

Esther Penn - Marketing Management

Fort Worth, TX

- Crafted and delivered a compelling pitch for Esther Penn, a clothing company, with the strategic objective of enhancing brand identity and expanding the customer base
- Utilized consumer personas and market research to introduce the "Mom and Me" page, effectively pivoting the target demographic towards young mothers by offering coordinated outfits and family-centric imagery
- Implemented a budget-friendly SEO strategy to boost online visibility and drive traffic to Esther Penn's website, aligning with business goals

EXPERIENCE

Lifeguard and Swim Instructor/Swim Camp Leader

May 2021 – August 2023

The Bay Club Courtside

Los Gatos, CA

- Ensured a safe, clean, and organized pool environment, excelling in Red Cap Tests to assess emergency response skills.
- Led inclusive swim camps and delivered personalized one on one instruction with customized, engaging lesson plans for diverse age groups

ACTIVITIES

Member, Women in Business Club, USD Chapter

Aug 2023 – present

Member, Business Administration Society, USD Chapter

Aug 2023 – present

Member, Alpha Chi Omega, USD Chapter

Aug 2021 – present

SKILLS

Computer: Social Media (Instagram, TikTok, LinkedIn, Twitter, Facebook, Pinterest), Canva, Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Form)