

ASHLEY PREECE

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Portland, Oregon

SUMMARY

- Proven success in program development & implementation
- Highly skilled operations support
- Over a year of freelance work focusing on research, development and messaging
- Excellent in brand building and marketing techniques with maximum impact
- B.A.S. degree and over a decade of experience in developing startup programs
- Calculative in time management and agenda

PROFESSIONAL EXPERIENCE

Independent Contracts: Program Developer & Public Relation Projects; [Open Cannabis Project](#), [Cultivation Classic](#), [Ethical Cannabis Alliance](#) -- Portland, Oregon Feb 2016 to current

- Curate polls, questionnaires, and surveys for certification launch
- Successfully secure 6 figure funding from Dr. Bronner Soap co. for nonprofit launch
- Direct and track PR, website copy, outward messaging, branding and marketing initiatives on social media platforms
- Curate contracts for SOW, NDA and subcontract agreements
- Build sustainable P&L, budgets and organizational spreadsheets

Operations Assistant & Human Relations, [Cascadia Labs](#) -- Portland, Oregon Oct 2012 to April 2017

- Launched LLC programs and systems for HR, accounting and operations
- Direct all PR, outreach, client relations and outward messaging, branding and marketing initiatives
- Aid in curation and implementation in SOP procedures and operations

Auditor, Clean Green Cannabis Certification -- Portland, Oregon March 2016 to August 2016

- Ambassador and liaison to prospect clients
- Comprehensive grasp of organic standard compliance and reinforcement strategies
- Collect and analyze data to detect deficiencies or noncompliance with standards
- Prepare detailed reports on audit findings

Chapter Chair, Portland Women Grow -- Portland, Oregon July 2015 to Sept 2015

- Launch and sustain the largest chapter for cannabis networking events in the U.S.
- Manage logistics for monthly event planning, organizing, & scheduling with

Treasurer & Farmer, Strawberry Moon Farms -- Bend, Oregon Dec 2010 - Oct 2012

- Cultivated organic herb & vegetable starts for urban-based farm in Central Oregon
- Schedule and attend local Central OR Saturday Markets

EDUCATION

U.K. London ISEAL Alliance, Sustainability Workshops (2016)

YTT 200 Yoga Teacher Training 200 hour (2016)

Oregon State University Certified Master Gardener (2010)

Central Oregon Saturday Market Board of Directors, Treasurer (2009 and 2010)

Insect and Disease Control Private Applicators License (2004)

Boise State University Bachelor of Applied Science (BAS), Horticultural Sciences (2004)

Idaho Botanical Garden Horticultural Consultant (2003 and 2004)

Idaho Nursery Annual Seminar Workshop Speaker (2002 and 2003)

CONFERENCE PRESENTATIONS

- (2015) OMMBC. Panel speaker [Oregon Medical Marijuana Business Conference](#)
- (2015) Panel speaker [Cannabis cultivation, good agricultural practices](#)
- (2016) Panel leader [Environmental Impact and Sustainable Solutions for Cannabis Cultivation.](#)
- (2016 and 2017) Siren Nation Music and Art Festival. Panel speaker [Women in Cannabis](#)
- (2016) A New Frontier. Presentation [Domestic Fair Trade Conference.](#)
- (2016) Speaker [Warriors for Cannabis; Listen, collaborate, educate.](#)
- (2017) Speaker [Cannabis Collaborative Conference](#)
- (2017) Opening speaker [Cultivation Classic](#)
- (2017) Panel speaker [OEN Pub Talk: A Budding Industry – Opportunities in Cannabis](#)
- (2017) Speaker [Sustainable Cannabis Fair](#)
- (2017) Arcview Group Toronto, Canada [Fundraising Pitch](#)

ACCOLADES

- (2015) [5 Female Entrepreneur's Smoking; The Cannabis Biz](#)
- (2016) [10 Powerful Women in Weed; GREENITO](#)
- (2016) [UPDATE ON CANNABIS LEGALIZATION IN OREGON; Ann Lininger](#)
- (2016) [40 under 40; Marijuana Venture](#)
- (2016) [Most California Cannabis Can't Meet Oregon Standards; Weed News](#)
- (2016) [Cannabis Industry Leaders; Culture Magazine](#)
- (2017) [Ethical Cannabis Alliance to establish organic meets fair-trade cannabis](#) -1859 Oregon's Magazine volume 45
- (2017) [A Budding Economic Boom: Insights to Oregon's Newest Big Industry: Weed](#)

References available upon request