Ashley VanSickle running for Marketing & Communication

Nominated by Tom Yang, InspirASIAN National Operations Officer

Background & Credentials:

Ashley VanSickle brings a unique combination of technology leadership, communications expertise, and creative brand development that makes her exceptionally qualified to serve as InspirASIAN's National Marketing & Communications Officer.

Ashley has served as InspirASIAN's National Technology Officer (2024-2025) and previously as the National CTO Supporting Digital Team Lead (2022-2023), playing a critical role in modernizing and managing the organization's digital infrastructure. During her tenure, she helped reduce annual technology costs by approximately $1,000, enabling additional investment in member programs and scholarships.
Beyond technology, Ashley has become one of the organization's most impactful contributors to marketing, communications, and brand identity. She has led the creation and implementation of key digital platforms, including InspirASIAN's SharePoint site, Google Workspace environment, and external website, while also serving as a primary content creator and copywriter for member communications, tutorials, and informational resources.

Ashley has been instrumental in advancing InspirASIAN's visual brand presence through the development of creative assets and marketing materials used across national initiatives. Her work includes expanding the use of the organization's butterfly mascot and creating engaging graphics featured in newsletters, campaigns, event promotions, and national communications. She also designed the horse-themed creative elements used for National Banquet promotions, as well as branded giveaway items such as keychains and other collateral distributed at Employee Group Conference and various InspirASIAN events.

In addition, Ashley is highly experienced with the systems, processes, and tools that power InspirASIAN's national communications, including newsletter development, content management, digital engagement platforms, and member outreach channels. Her deep understanding of both the technical and creative sides of communications uniquely positions her to strengthen and elevate InspirASIAN's national brand, member engagement, and storytelling efforts.

Through her proven leadership, creativity, and commitment to the organization, Ashley would be an outstanding asset as National Marketing & Communications Officer and is well positioned to help InspirASIAN continue growing its visibility, engagement, and impact across the enterprise.