

Ainsley MacDougal

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SUMMARY

Strategic communications professional with a proven track record in media relations, brand storytelling, and event execution. Expert at streamlining complex missions into cohesive messaging and fostering high-value community partnerships. Creative writer and confident on-camera spokesperson dedicated to driving local brand engagement through media outreach and authentic relationship building.

WORK EXPERIENCE

PR, Communications, and Events Specialist

July 2025- present

Better Business Bureau Cincinnati

- Served as primary on-air spokesperson, conducting live and remote interviews with WLWT, WCPO, and WXIX to lead regional awareness for consumer protection and community initiatives. Handled all organizational pitching to media.
- Maintained media outreach databases and tracked coverage wins to report KPIs to leadership.
- Orchestrated a high-impact National Consumer Protection Week media event featuring FBI Cincinnati, which secured coordinated coverage from most major local news affiliates.
- Collaborated with Pro Seniors as a featured spokesperson on the Maple Knoll radio network to deliver targeted educational programming on scams to senior demographics.
- Conceptualized and authored the Centennial narrative for BBB Cincinnati, partnering with creative directors to synthesize a 100-year history into a modern brand identity.
- Authored strategic messaging frameworks and talking points for executive leadership and federal law enforcement partners to ensure a cohesive and authoritative public voice.
- Developed the run of show and served as the sole scriptwriter for the Torch and Spark Awards Gala, managing all speeches and transitions.
- Directed high-visibility brand activations at regional trade shows, managing expert panels, presentations, and multi-day logistics.
- Cultivated strategic ambassador partnerships with organizations like ArtWorks and Great Oaks, while managing outreach for the Students of Integrity program, including counselor communications, judge recruitment, and authorship of the annual scholarship prompt.

Marketing and Community Outreach Manager

July 2024- July 2025

Housing Opportunities of Northern Kentucky (HONK)

- Led a comprehensive organizational rebranding, modernizing the website, logos, and all marketing collateral to establish a cohesive brand identity.
- Developed and executed a strategic communications plan focused on brand awareness and partnership expansion, delivering regular progress reports to the Board of Directors.
- Managed monthly e-newsletters, growing the audience by 200+ organic subscribers and maintaining a 47% average open rate.
- Secured earned media coverage from major regional outlets, including the Cincinnati Enquirer, Spectrum News 1, and Local 12, to amplify mission-driven storytelling.
- Directed a multi-platform social media strategy that increased total followers and engagement rates by over 70%.
- Cultivated strategic partnerships with community advocates and stakeholders to advance long-term organizational objectives.
- Successfully promoted Collection 21 and its relationship to HONK, raising over \$11,000 during a week-long Christmas event and achieving the highest traffic ever with 230 attendees in one day.

Marketing Intern

May 2024- Aug 2024

Cincinnati ToolBank and ToolBank USA

Social Media Marketing Intern

Aug 2023- Dec 2023

Animal Friends Humane Society

EDUCATION

Bachelor of Arts, Public Relations

May 2024

The University of Memphis

- Dean's List
- University of Memphis PRSSA Chapter member
- Meeman 901 Communications (student operated PR firm) member

VOLUNTEERING

PRSA Cincinnati Chapter Banquet Committee

Oct.- Nov. 2025

MarCom Board Member, AMA Cincinnati Agency Member

Jan.- Dec. 2025