Ashley Edwards, Profiled By Influential Women, Shapes Creative Strategy Through Storytelling, Strategy, And Connection

ORLANDO, FL, UNITED STATES, September 23, 2026 /EINPresswire.com/ -- A Creative Strategist and Marketing Leader, Ashley Connects Entertainment, Digital Media, and Community Through Compelling Brand Experiences



Orlando, Florida – Ashley Edwards, M.A., is a creative strategist, storyteller, and marketing leader whose career reflects a deep passion for shaping how stories are told, shared, and experienced. As Director of Creative Strategy at UNATION, she leads the development of innovative campaigns, branded content, and audience engagement initiatives designed to connect businesses and communities across Florida and beyond. With more than seven years of experience spanning entertainment marketing, content production, digital strategy, and experiential media, Ashley has developed a distinctive ability to combine creativity and strategy to create meaningful audience connections.

Her professional journey began in the entertainment industry, where she performed at Walt Disney World, Universal Orlando Resort, and SeaWorld Orlando. Working as a dancer, performer, actress, and singer gave Ashley firsthand insight into the relationship between storytelling and audience experience. Those early experiences helped shape her understanding of how memorable moments are created and how entertainment can create lasting emotional connections.

As her career developed, Ashley recognized an opportunity to apply her creative background to communications and marketing. She transitioned into the field while continuing to develop her expertise through education and professional experience. She earned a Bachelor of Science in

Arts, Entertainment, and Media Management from the University of Central Florida and later completed a master's degree in Communication and Media Studies at Southern New Hampshire University. She also holds a Cycle Instructor Certification.

Today, Ashley applies her diverse background to creative strategy, content development, and brand storytelling. At UNATION, she works on campaigns and initiatives that require both a strong creative vision and an understanding of how audiences interact with brands. Her work reflects her ability to transform ideas into experiences that feel relevant, authentic, and engaging.

Throughout her career, Ashley has also taken on opportunities that have expanded her presence within the media and communications landscape. From appearing regularly on Fox 35 Orlando to leading statewide content teams and advising businesses on brand storytelling, she has continued to explore different ways of connecting organizations with their audiences.

At the center of Ashley's approach is a belief that effective storytelling is about more than simply communicating information. A strong story can create an emotional connection, encourage people to engage with a brand, and leave a lasting impression. Her experience in entertainment gives her a natural understanding of performance and audience engagement, while her background in communications and marketing allows her to translate those instincts into strategic campaigns.

Ashley attributes much of her success to her attitude and determination. She approaches challenges with a can-do mindset and a commitment to maintaining a positive outlook. Whether that means getting up at 5 a.m. to accomplish an important goal or pushing herself outside her comfort zone, she believes in putting in the work necessary to follow through.

That determination has played an important role in some of her personal accomplishments as well. Ashley describes herself as someone who is willing to pursue goals that others might consider ambitious or even a little crazy. After beginning to run only five years earlier, she completed a marathon last year, demonstrating the same persistence that she carries into her professional life. For Ashley, setting an ambitious goal is often the beginning of an adventure rather than a reason to hesitate.

Her mindset developed early. Around the age of 18, Ashley realized that if she wanted to accomplish something, she needed to take ownership of the process. She learned to put her mind to a goal, focus her energy, and get to work. That sense of personal responsibility continues to influence the way she approaches both opportunities and challenges.

Honesty and transparency are equally important to Ashley. As a leader, she believes people benefit from understanding the reasoning behind decisions. Providing context can create greater understanding, while open and honest communication can strengthen trust within a team. She aims to lead with transparency rather than leaving people to wonder why a particular direction

has been chosen.

Positivity is another defining part of her leadership philosophy. Ashley believes that the way a message is delivered can influence how it is received. Even when communicating difficult or challenging information, she emphasizes kindness, warmth, and a positive attitude. Her goal is to remember that people ultimately share common objectives, making collaboration and mutual understanding essential.

Ashley also places significant value on lifestyle balance. Her philosophy of “work hard, play hard” reflects her belief that professional ambition and personal enjoyment do not have to exist separately. Maintaining that balance allows her to bring energy and perspective to her work while continuing to pursue the experiences that inspire her.

With a career rooted in entertainment, communications, marketing, and storytelling, Ashley continues to explore the ways creative ideas can connect people and organizations. Her work at the intersection of culture, community, and media reflects a career built around helping stories find their audiences—and making those stories meaningful once they do.

Learn More about Ashley Edwards:

Through her Influential Women profile, https://influentialwomen.com/connect/ashley-edwards or through her website, https://ashleynedwards.com/

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