

ASHLEY S. ROSEBOROUGH

Director of Public Relations

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Ashley Roseborough serves as director of public relations for the Public Affairs practice group. Ashley provides clients with senior level strategic communications and media relations counsel.

Ashley develops and manages public relations campaigns, crafts strategic messaging, arranges stakeholder meetings, plans for crisis communication needs, and creates content for various communications channels.

Ashley brings over 10 years of communications and public sector leadership experience. Before joining the firm, she held communications roles with the City of Charlotte, where she led public relations and engagement efforts for the city manager's office and mayor's office. Prior to working in city government, Ashley held various communications positions for three North Carolina public school districts including Nash-Rocky Mount Public Schools, Richmond County Schools and Durham Public Schools.

Affiliations

- Chair, Diversity & Inclusion Committee, PRSA Charlotte
- Member, PRSA Charlotte Board of Directors
- Member, Central Piedmont Community College Foundation Board of Directors
- Member, UNC-Chapel Hill School of Media and Journalism Alumni and Friends

Capabilities

Communications & Media
Government Relations
Public Affairs

Education

B.A., University of North Carolina at Chapel Hill
M.P.A., University of North Carolina at Pembroke