

## Ashley Blasewitz Bio

Ashley Blasewitz is a seasoned leader with extensive experience in public relations, marketing, communications, and strategic volunteerism. She currently serves as the Director of Media Relations for Brightline, America's only modern, eco-friendly intercity passenger rail service. In this role she is responsible for helping to tell Brightline's unique story, promote rail safety education, collaborate with government agencies and travel partners across the state, and spearhead the company's corporate citizenship initiative, Brightline Cares.

Prior to Brightline, Ashley served as Senior Vice President for External Relations at Heart of Florida United Way, the largest health & human services nonprofit in Central Florida. As a Senior Leadership Team member, her leadership enhanced organizational visibility, shaped social impact programs, and strengthened relationships with local and global partners. She has also held positions at local PR firms and VISIT FLORIDA.

She is a graduate of Leadership Orlando and is currently serving as accreditation co-chair with Public Relations Society of America's Orlando chapter. She earned her bachelor's degree in public relations and master's in integrated marketing communications from Florida State University.