



# ASHLEY NICOLE VAN COTT

*Master of Business Administration*

## Profile Info

Ashley Van Cott is a seasoned professional with a global mindset and experience. She has honed her leadership skills, particularly in the realm of AI and ChatGPT, through years of practical experience and academic study. Her leadership style is characterized by a commitment to honesty, respect, inclusivity, and resourcefulness. She has a proven track record of leading diverse teams and driving innovative solutions in the business world.

## Education Background

### Hult International Business School

*Master in Business Administration  
Peer of the Year Award 2021  
Sept 2019 – Aug 2021*

### University of Nevada, Reno

*Bachelor of Arts in Anthropology  
High Distinction  
2006–2009*

### Vanderbilt University

*Prompt Engineering for ChatGPT*

### Arizona State University

*AI Foundations: Prompt Engineering*

## My Contact



+56 9 9576 0062



ashleynvc@gmail.com



Chile



www.ashleynvancott.com

## Professional Experience

### WriteWise (2015–Current)

#### **Co-founder and COO**

Ashley has demonstrated adaptability and a broad understanding of all key business areas at WriteWise. From product development and sales to marketing and finance, her diverse roles have equipped her with a comprehensive understanding of the business landscape.

### Ernst & Young (2011 – 2013)

- Bilingual Operational Analyst, Financial Services Office (2013)
- Bilingual Executive Assistant, Financial Services Office (2011 – 2013)

## AI & Prompt Engineering Experience

Ashley Van Cott is a co-founder of WriteWise, an AI-driven software that integrates Large Language Models (LLMs) like ChatGPT. She has six years of hands-on experience in developing and implementing LLMs, managing developer teams and leading cross-company collaborations on government projects. Ashley has also led the integration of ChatGPT 3.5 Turbo into WriteWise and has been involved in various aspects of prompt engineering.

### Related Skills

- **AI Integration:** Led the integration of ChatGPT into WriteWise.
- **Large Language Models (LLMs):** Six years of practical development and implementation.
- **Prompt Engineering:** Experienced in various prompting frameworks and techniques.
- **Project Management:** Managed developer teams and led cross-company collaborations.
- **GPT-4 Technology:** Practical implementation experience with GPT-4 Technology and GPT-4 Code Interpreter.
- **GPT-4 Plugins:** Familiar with various plugins such as Link Reader, Prompt Perfect, OpenTable, Kayak, Wolfram, ChatWithPDF & AskYourPDF, VoxScript, ScholarAI, Zapier, and Web Pilot.

## Personal Interests

---

- International Travel
- Board Games – especially:
  - Catan
  - Dixit
  - The Game
- Suspense & Crime Novels
- Latch Hooking
- Long Walks on the Beach

## My Contact

---



+56 9 9576 0062



ashleynvc@gmail.com



Chile



www.ashleyvancott.com

## Skills

---

- **Project Management:** Experienced in Lean Product Development and Lean UX Development methodologies, SCRUM, and Quality Assurance.
- **Remote-Work Management:** Proficient in Microsoft Teams, Zoom, Google Meets, Dropbox, Google Drive, Slack, and Zoho Cliq.
- **Marketing and Sales:** Experienced in Hubspot, Overloop, PipeDrive, Mailchimp, WordPress, DNS Management, Hosting Providers, FTP, Google Analytics 4, RankMath, Google Search Console, ahrefs, Nelio A/B Testing, and Hotjar.
- **Finance and Administration:** Proficient in Microsoft Excel, Microsoft Word, Microsoft PowerPoint, and Alegra.
- **Languages:** English (Native Speaker), Spanish (High Fluency).
- **Leadership:** Proven track record of leading diverse teams and driving innovative solutions.
- **Design Thinking:** Experienced in creating user-centric solutions.
- **Independent, Critical Problem Solving:** Ability to solve complex problems independently.
- **Rapid Adaptability to Change:** Proven ability to adapt quickly to changes in the business environment.
- **Intercultural Sensitivity:** Experienced in working with culturally diverse teams.
- **Effective Communication:** Strong written and verbal communication skills.
- **Public Speaking & Presentations:** Experienced in delivering effective presentations.
- **Self-Driven Continued Education:** Committed to continuous learning and skill development.
- **Time Management and Planning:** Excellent organizational and planning skills.
- **Personal Responsibility and Self Awareness:** High level of personal responsibility and self-awareness.

## Entrepreneurship

---

Ashley Van Cott, as a Co-founder of WriteWise, has demonstrated her entrepreneurial prowess by transforming an idea into an AI-driven SaaS company with a global presence. Her roles have spanned across product development, sales, marketing, and finance, equipping her with a comprehensive understanding of the business landscape and the ability to adapt to various business roles.

Her leadership has been instrumental in building a diverse team across three continents, fostering a culture of innovation and inclusivity. She has successfully navigated the challenges of remote work management, delivering high-quality products and services to global clients.

Ashley's entrepreneurial spirit is further exemplified by her commitment to continuous learning and skill development. Her successful integration of ChatGPT into WriteWise's software is a testament to her forward-thinking approach and dedication to innovation.