

2025

AVCA Thirty Under 30 High School



Ashton King

Herbert Hoover High School
Assistant Coach

Career Accomplishments to Date:

- Led team to 2024 AAA State Runner-up finish
- Set school record for wins in a season twice: 49 wins (2024), 42 wins (2022)
- Reached the Final Four in four consecutive seasons: 2021–2024
- Qualified for the state tournament 5 times in the last 7 seasons
- Won 3 Cardinal Conference Championships: 2021, 2023, 2024
- Played a key role in transforming a losing program into a perennial state tournament contender within 2 seasons
- Accumulated 235 career high school wins
- Coached 5 Herbert Hoover players who went on to compete at the collegiate level

Coaching Roles:

- Herbert Hoover High School - Assistant Coach (2018-present)
- Putnam Volleyball Club - 12R Head Coach (2021-2024)
- Putnam Volleyball Club - 13R Asst. Coach (2022-2024)
- Elkview Middle School- Head Coach (2021)
- Appalachian Volleyball Academy- 12R Head Coach (2019-2020)
- Appalachian Volleyball Academy 13R Asst. Coach (2018-2020)
- Appalachian Volleyball Academy 14R Head Coach (2020-2021)

What made you decide to get into coaching volleyball?

Growing up as a coach's kid, I was immersed in the volleyball world from a young age. In high school, after helping run youth camps with Marshall University and West Virginia State University, I realized that coaching was my passion. After losing my home in the 2016 WV floods, I felt a deep connection to the Herbert Hoover community that supported me during one of the hardest times in my life. Returning to coach here became my way of giving back — to invest my knowledge in the same community that once lifted me up.

What are your career goals in the sport?

I want to continue to grow the game of volleyball and spread my love for the sport. My long-term goal is to build a career in coaching at the collegiate level. I have a strong interest in volleyball analytics and statistics, and I'm passionate about using data-driven insights to elevate team performance. I'm also a firm believer in continuous learning and coaching education, and I'm committed to consistently developing and refining my craft to be the best coach I can be.

Which coaches have influenced you the most?

My mom, Anita King, has been my greatest coaching influence—her ability to lead and rebuild programs taught me the importance of culture, leadership, and relationships. Shannon Gerencir, head coach at WVSU, has always been a mentor whose support and example have guided my coaching path. Former Marshall coaches, Mitch Jacobs and Taylor Strickland Chambers, deeply shaped my volleyball knowledge and passion during my playing years. Todd Higginbottam and Paul Claridades, club directors, who gave me my first coaching opportunities in club volleyball, helping me find my voice and grow as a young coach early in my career.



What do you enjoy most about your coaching job?

What I love most about coaching is the opportunity to share my passion and knowledge of volleyball with the next generation. I especially enjoy working with beginners and celebrating small victories—like getting a serve over the net or learning a new skill. I find fulfillment in helping high school players refine their technique and volleyball IQ, watching their growth translate to confidence on the court. I embrace the ever-evolving nature of the game, which challenges me to grow alongside my athletes. Most importantly, I cherish the relationships I've built—with players, families, coaches, and officials. Those connections are why I coach.

