

ASHLEY F. DAVIS

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PROFESSIONAL EXPERIENCE:

Digital & Content Marketing Specialist, Mike Albert Fleet Solutions, June 2015 – Present

- Lead Project Manager for company-wide Data & Insights initiative
 - Created and managed 3 cross-departmental teams; including 4 C-suite executives
 - Delivered 3 unique buyer persona profiles, 3 corresponding buyer journeys, a 4-page strategy document visually explaining Insights generation framework and workflow
 - Delivered 60 minute presentation of Personas and Journeys to external CEO Roundtable
 - Delivered 30 minute presentation to all client facing employees at off-site Annual Meeting
- Oversee and lead content strategies with a goal to drive lead generation efforts by producing relevant and engaging content
- Design, strategize, and execute all digital marketing; digital budget, website, blog, video testimonials, email marketing, organic search, paid search, social media, webinars, digital ads, lead-scoring, content management software and content calendar.
- Led, organized, and quickly delivered full website redesign with zero disruption to existing clients
- 26% increase over *Average Time / Page* by writing/designing relevant educational blog infographics
- Produce monthly 3-page web analytics and lead generation/sales funnel reports to senior leadership
- Manage marketing agency relationships to ensure cohesive messaging across multiple platforms

Branding Specialist, Focus on small business entrepreneurs, September 2013 - Present

- Conceptualized and developed thorough brand identities and marketing strategies; logos, websites, social media pages, business cards, letterhead, brochures, training manuals, questionnaires, etc.

Graphic Designer, Downing Displays, June 2013 - October 2013

- Managed 67 projects in less than two months, advanced each from concept to final printed pieces

Graphic Designer, McKinsey Development, Inc., November 2012 - March 2013

- Compiled Google Analytics data and presented results in a new client focused template
- Designed web banners, print ads, postcards, flyers, trade show banners, social media promotions
- Worked within strict brand standards of international auto companies and locally owned businesses

Small Business Owner, Happy Heart Photography, LLC, May 2008 - February 2013

- Trained, led, and managed assistant photographers
- Increased sales by an average of 51.5% per year, over 5 years
- Built and regularly maintained happyheartphotography.com
- Grew promotions through social media; created post viewed by 16,879 Facebook users
- Designed 39 custom 30+ pg. albums, integrated feedback, delivered 100% customer satisfaction

Graphic Design Subcontractor, Sphere Consulting, April 2010, April 2011

- Successfully designed, formatted, and sent to print a 38 pg. program booklet, 85 banners and signs, and 3 web banners - *in 14 days*. Was given 90 days to complete the same project in 2010.
- Communicated effectively & efficiently with clients/vendors worldwide

PROFESSIONAL EXPERIENCE:

Graphic Designer, NVT Staffing, 2006 - 2009

- *ExxonMobil* - Formatted the annual 240 page international product selection guide, 2007-2008
- Praised for outstanding work ethic, professionalism, and performance.
- Became a trusted employee, often requested by name to return to various jobs.

EDUCATION:

B.S. Communication Studies: Graphic Design, Liberty University 2006

PERSONALITY ASSESSMENTS:

Strengths Finders:

1. Futuristic
2. Restorative
3. Strategic
4. Adaptability
5. Connectedness

Myers-Briggs:

INTJ