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Ashley Smalley.

Houston, TX

Content Specialist + Project Manager

About

Hello! My name is Ashley Smalley. I'm a content specialist and project manager with 5 years of experience in marketing and advertising services. I have experience working in both B2B and B2C capacities across various channels. My unique blend of skills in both project management and direct content development allows me to understand the nuances that allow both capabilities to experience synergistic success. My work history provides a proven track record of on-time roll outs, high quality assurance standards, and an ability to develop strategies that successfully target and convert unique niches into actionable leads. Aside from my technical know-how, I am also a skilled communicator with a keen interest in conflict resolution and relationship development. Above all else, I constantly strive to identify new ways in which I can help my teams achieve long-term success.

Experience

2022 - Present
Foundry

Content Specialist

- Produce well-researched, engaging, and error-free content for clients across multiple sectors such as marketing, health administration, and technology that has improved average client CToR by 10%.
- Manage revision, approval, and production stages of content for email campaigns from ideation to launch
- Design visually engaging email content following appropriate brand guidelines
- Develop concise email copy providing digestible summaries of complex, technical subjects
- Monitor digital campaign performance, record performance data, and assess and adjusts content-related performance factors to improve campaign results

2022
Pearson

Project Manager

- Developed B2B marketing strategies to successfully engage potential partners such as large academic institutions and trade schools
- Identified and corrected various process inefficiencies throughout project life cycles to ensure timely completion with limited resources
- Led cross-functional teams through execution of 100+ simultaneous creative projects
- Served as the main day-to-day point of contact for clients while managing internal and external communications

2021 - 2022
Shift Paradigm

Project Manager

- Assisted in reducing project-related incidents by 57% over the course of Q3 and Q4 through rigorous quality assurance practices
- Developed risk response and crisis communication strategies used by team to improve and maintain client relationships
- Identified efficiencies throughout project life cycle to consistently shorten the critical path necessary for project completion
- Performed quality assurance for email deployments to ensure audiences receive an error-free send
- Ensured consistent, timely deployment of AARP weekly newsletters to hundreds of thousands of subscribers
- Nominated to be Q4 MVP by stakeholders

Experience (cont.)

2020 - 2021
The Agency @ UF

Media Supervisor and Designer

- Developed and executed cohesive multichannel media strategies for Microsoft to reach difficult to target audiences that proved effective in garnering owned media attention with a noted increase in engagement among target segments. An evergreen strategy was implemented for the company based on the success of these strategies.
- Oversaw teams of several media coordinators to ensure the successful execution of media strategies
- Collaborated with clients of various sizes - including Fortune 100 companies - to develop and execute innovative media strategies to engage target audience segments
- Contributed to and guided research efforts to develop media strategies and select appropriate outlets
- Produced series of cohesive infographics and other deliverables in alignment with brand style guides

2019 - 2020
Superhairpieces

Creative Project Manager

- Developed, executed, and delivered content strategy for reaching niche audiences, resulting in increased engagement by 1000% across social media platforms
- Acting Creative Director on set during content creation and virtual events
- Responsible for overseeing the initiation and successful completion of marketing and creative projects
- Onboarded and supervised resources to ensure successful completion of initiatives

2018 - 2019

Marketing Project Coordinator

- Collaborated with sales teams to ensure success of B2C and B2B customers, receiving a score of 5/5 from clients when asked to provide feedback on the service they received
- Designed graphics and other deliverables to ensure a consistent brand image across all relevant channels
- Managed and updated the company website, monitored SEO performance, and executed online advertising campaigns using platforms like Google Ads and social media advertising
- Coordinated and executed marketing campaigns across various channels, including email, social media, content marketing, and events, ensuring they align with objectives and timelines

Education

Awarded
from

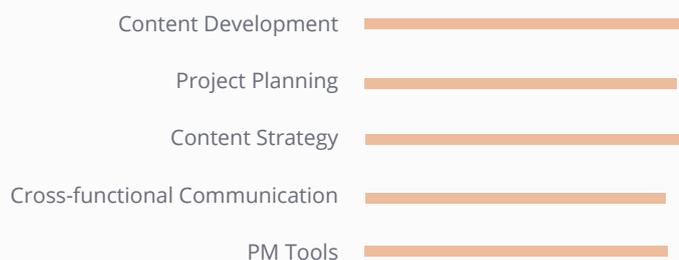
B.S In Public Relations

University of
Florida

Achievements:

Tau Sigma National Honor Society, Co-founding VP
of Florida PICSA, Magna Cum Laude

Skills



Language Proficiency



references

available upon request