

Ashley Boggs

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EXPERIENCE

TRAVELING SABBATICAL

Digital Nomad

Worldwide

4/2016 – 5/2017

- Explored new cultures by traveling to 9 new countries and 50+ new cities in Europe, Asia, and Central America
- Completed Stanford Computer Science 101 Online and 100+ hours freeCodeCamp Front End Development Cert
- Created and maintained personal travel photography website: tangerinetangerine.com
- Provided freelance digital media consultations (search, social, affiliate) for digital nomads and local businesses

MEDIAOCEAN

Product Manager

New York, NY

8/2014 – 4/2016

Mediaocean is an enterprise-level SaaS for advertising agencies, managing \$100 Billion annually through its platforms

- [Lumina Cross-Media Planning and Analytics](#) Shipped Mediaocean's first Brand Manager-facing product, allowing an Ad Agency to electronically plan, authorize, and analyze media spend with their Brand Manager
 - **Launch success:** Expanded Mediaocean into a new customer segment by onboarding 30+ new brand organizations and recorded over \$1 billion spend in "Lumina Authorizations"
 - Determined user problems by conducting qualitative and quantitative user research
 - Wrote user stories for a new workflow (including version control, status changes, user-enabled customization) user security, reporting data needs and visuals, and integrations with other teams
 - Prioritized requirements and collaborated with developers and QA teams to ship high quality features
 - Created launch materials and onboarding process for 100+ sales, training, and support team members
- Product Maintenance: Investigated and prioritized bug fixes in existing Prisma product with development team
- Investigative Product: Built MVP for TV planners to create digital campaigns with a few clicks
 - Worked cross-functionally to integrate TV data from legacy desktop tools into the web app
- All features developed in an agile environment in 2 week sprint increments, with releases every 6 weeks

NEO@OGILVY

Associate Director, Search and Programmatic Media Buying

New York, NY

5/2008 – 8/2014

- Led team of 11 direct reports handling \$15MM+ media spend in search, display, DSP, social, and mobile ads
- Pitched and won a \$1MM/year paid search account, key team lead for onboarding multiple new clients
- Decreased cost per click by 20% with A/B testing. Resulting \$600k savings reinvested in new tests
- Built Excel pivot tables and macros for data analysis and communicated action items to clients regularly
- Industry experience spans CPG, ecommerce, restaurants, pharmaceuticals, B2B, spirits, fashion, and tech

ENVIROMEDIA

Media Intern

Austin, TX

5/2007 – 8/2008

- Planned and bought television, radio, and print ads, including for the "Don't Mess With Texas" client

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

B.S. Advertising; Texas Media Sequence Graduate with a Minor in Anthropology

Austin, TX

2004 – 2008

ADDITIONAL SKILLS

Technical: SQL, HTML, CSS, basic JavaScript, SCRUM

Product: Agile methodologies, Jira, Confluence, Advanced Excel (macros, vlookups), wire framing (Visio, Pencil, Balsamiq), project management, web analytics (New Relic, Google Analytics, Adobe Omniture), leadership

Other: SEM (Google AdWords, Bing), SEO, Facebook Ads, Twitter Ads, YouTube Ads, conversational Spanish