

ASHLEY F. DAVIS

Creative. Strategic. Analytical. Driven.

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EXPERIENCE:

Growth & Content Marketing Manager, Mike Albert Fleet Solutions, April 2015 – March 2017

Launched new data-driven, client-focused, growth & content strategies at company of 200+ employees

Drove B2B growth and engagement

- Increased new inbound web submissions by 245, in first year
- Generated \$2.8 million potential from 54 inbound MQL, in first year
- Equipped sales team with custom automated email campaigns to accelerate funnel
- Strategized, wrote and published compelling content;
 - Web copy, educational long-form blog posts, social media, infographics, case studies, user testimonial video scripts, press releases, etc.
- Tested and refined content marketing efforts;
 - Digital budget, Google Analytics, organic and paid SEO, digital ads, remarketing, content calendar, HTML email newsletter, automated email nurture campaigns, lead-scoring analytics

Pioneered company-wide Data & Insights program

- Managed 3 cross-functional teams; created buyer personas and journey maps
- Delivered 1 hr. strategy presentation to city-wide CEO Roundtable
- Delivered 20 min. presentation for sales staff at Annual Meeting on audience segmentation and a user-first mindset, to grow customer lifetime value

Free-lance Marketing and Branding Consultant, September 2013 – May 2015

Launched small businesses into their target markets with integrated marketing strategies and collateral.

Small Business Owner, B2C, Happy Heart Photography, LLC, May 2008 - September 2013

- Achieved 51.5% avg. sales growth over 5 years
- Ranked top 5% in the industry, maintained avg. 5 Star rating from 25+ clients
- Consistently increased social media reach; 2012 Facebook post viewed by 16,879 users

Graphic Design Subcontractor, Various Companies, April 2005 - October 2010

Integrated with creative teams of all sizes and consistently produced excellent work under tight deadlines.

Telefónica - Lead USA designer for 2011 International Leadership Conference in Miami, FL

- Communicated effectively and efficiently with international teams
- Successfully completed 38 pg. program book, 3 web banners, 85 banners/signs - in 14 days.
 - Worked with a marketing team and had 90 days to complete the same project in 2010

ExxonMobil - Sole graphic designer for the 2007-2008 International Product Guide

- Formatted 240 pg. softbound book with technical charts, graphs and product descriptions

EDUCATION:

2018, Full-time M.B.A.: Innovation, Change and Entrepreneurship, Xavier University, GPA 3.8/4.0

- Director of Communications, National Association of Women MBAs, XU Chapter
- MBA Program Representative, Graduate Student Association

2005, B.S. Communication Studies: Graphic Design, Liberty University, Cum Laude