

ASHLEY PAYNE

MARKETING & COMMUNICATIONS

CONTACT

757-208-8050

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[linkedin.com/in/ashley-payne-marketing/](https://www.linkedin.com/in/ashley-payne-marketing/)

SKILLS

Brand Development

Marketing and Advertising

Project Management

Communications and PR

Public Speaking

Creative Direction for Graphic Design,
Photography, and Film

Copywriting and SEO

Editing and Proofreading

Leading and Inspiring Teams

Collaborating and Relationship Building

EDUCATION

BA Communication Studies, BA Theater

Christopher Newport University

2010-2013

Member of Alpha Psi Omega, honorary
theater fraternity.

MS Marketing

College of William and Mary

2021-2022

PROFILE

As a seasoned marketing expert specializing in branding, project management, and nurturing internal and external connections, I have supported businesses, non-profits, and government agencies in crafting brand identities, boosting visibility, and expanding marketing outreach. In my current capacity, I have excelled in fostering stakeholder partnerships, devising strategic plans encompassing brand revitalization and website enhancements, and overseeing a team responsible for marketing operations, event coordination, and fundraising. I am currently seeking a remote managerial role where I can apply my expertise in marketing, leadership, and communication to advance the organization's mission and values.

WORK EXPERIENCE

Director of Tourism & Marketing

City of New Bedford

2022-Present

- Created a new brand identity and mission for the City of New Bedford's tourism office establishing a modern design with a focus on inclusive storytelling and marketing initiatives
- Launched brand new Explore New Bedford website to improve UX
- The first month of our brand and website launch resulted in social media reach increases of over 300% with our followers increasing nearly 350% on Instagram and 760% on Facebook
- Developed a strategic plan for the city to increase brand awareness, improve visitor experience, and encourage repeat visitation and referrals through user-generated content
- Lead a team that manages events including 4th of July fireworks, Summer Sound Series, and City Celebrates New Year's Eve
- Fundraising for the city's events
- Developed a marketing committee among city stakeholders to improve communication, reduce duplication of efforts, and strengthen the efficacy of stakeholder marketing campaigns
- Led a committee to establish the city's first receptive tour guide service to increase tour operator relationships and visitation

Board of Directors

Southeastern Massachusetts Visitors Bureau (SEMVB)

2022-Present

- Chair of the marketing subcommittee for SEMVB, the Regional Tourism Council responsible for the promotion of Bristol County to increase visitation and overnight hotel stays
- Audit marketing channels to develop a marketing strategic plan and annual marketing budget
- Attend industry conferences and meetings representing SEMVB

Board of Directors

New Bedford High School Academy of Hospitality and Tourism

2022-Present

- Develop networking opportunities for students to connect with hospitality and tourism professionals
- Provide education and workforce development training to students in the academy of hospitality and tourism

ASHLEY PAYNE

MARKETING PROFESSIONAL

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EXPERTISE

- Developing integrated marketing campaigns
- Relationship management and building collaborative teams across departments, among stakeholders and partners, and within my department
- Project management and meeting strict deadlines
- Interpersonal communications, Cross-cultural communications, Organizational communications, Internal communications, PR
- Creative direction for graphic design, photography, and film
- Copywriting, press releases, blog articles, SEO, social media content
- Non-profit management
- Municipal government operations
- Startup business operations

REFERENCES

Margo Saulnier

☎ 617-359-2409

✉ msaulnier@nbedc.org

Chrisanne Tyrell

☎ 508-415-1005

✉ chrisanne@visitsemass.com

WORK EXPERIENCE

Director of Marketing

Bask, Inc.

2018-2022

- Led the marketing operations of a startup business that grew to expand its facilities, staffing, and wholesale operations within the first two years of business
- Oversaw the rebranding and website development for the company in 2019, which saw a significant increase in website traffic and email sign-ups following the launch
- Developed print, radio, digital advertising, and out-of-home advertising
- Successfully leveraged targeted PR campaigns aimed at gaining earned media to grow local brand recognition and promote positive brand sentiment
- Produced local events and managed brand sponsorships to increase brand awareness and education
- Formed strategic partnerships with stakeholders and brand partners to maximize advertising spend and stretch the marketing budget
- Successfully expanded the marketing department to include two additional full-time staff including additional support from retail and operations staff as needed

Co-Owner

French BrewDog Bakery

2016-2018

- Managed an all-natural dog treat business selling handmade baked dog treats using byproducts from beer brewing
- Operated all aspects of the business including brand and product development, packaging design, marketing, B2B and B2C sales, networking, accounting, and product licensing

Marketing Specialist

Plum

2017-2018

- Develop and maintain relationships with clients to fulfill direct mail and digital marketing needs
- Lead generation
- Client relationship management through email and phone communications
- Managing over 15 unique marketing projects for various clients each week
- Maintaining project schedules and meeting deadlines in a fast-paced and everchanging environment
- Remaining in compliance with various state and federal advertising regulations and laws for various industries including finance and medical
- Having a keen eye for reviewing and editing marketing materials for clients prior to print and distribution was critical to the success of campaigns