



ASHLEY AUSTIN, M.S., IMC

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EDUCATOR STRENGTHS

- Exceptional expertise in distilling complex information into clear, concise, actionable content
- Educators’ approach to curriculum, instruction, coaching, mentoring, and student development
- Engaging and outgoing disposition that illuminates learning and skill development with ease
- Exceptional expertise in distilling complex information into clear, concise, actionable content
- Charismatic ability to translate course content into relevant and actionable learning outcomes

INDUSTRY & CONTENT EXPERTISE

MULTICULTURAL MARKETING	AGILE LEADERSHIP	INTEGRATED MARKETING	GLOBAL MEDIA	ADVERTISING OPTIMIZATION
CONSUMER BEHAVIOR	MARKETING RESEARCH	BRAND EQUITY	SOCIAL MEDIA MARKETING	DATA ANALYTICS

PROFESSIONAL EXPERIENCE AND COMPETENCIES TO INFORM EDUCATION

WEIGHT WATCHERS

New York, NY

GLOBAL INTEGRATED MARKETING MANAGER

January 2023 - March 2024

Content & Skills Expertise

- Brand Direction
- Campaign Management
- Consumer Research
- Data Analytics
- Go-To Market Planning
- KPIs
- Multicultural Marketing
- Media Integration

Scope of Impact

- Demonstrate comprehensive knowledge of growth marketing strategies across all paid channels
- Direct workstream prioritization, creative/media integrations, and brand review and updates
- Collect, analyze, and leverage data to identify and deepen engagement within growth audiences
- Collaborate with cross-channel Leads to design creative assets and to develop marketing plans
- Establish goals and KPIs for international campaigns; Monitor and evaluate ongoing performance
- Deploy forecast models to determine campaign success rates and inform decision-making
- Serve as departmental subject matter expert, coach, qualifier, and liaison to senior leadership

BRAND & MULTICULTURAL MANAGER

Dec 2021 - Dec 2022

- Led high-impact media partnership opportunities across brand and multicultural partners
- Acquired high-performing partnerships with personalities and Influencers including Chef Marcus Samuelsson, Karleen Roy, and Sarah Jakes Roberts
- Drove growth in multicultural member casting, influencer engagement, and seasonal initiatives
- Strategically increased Weight Watchers’ brand relevance among African American women
- Enhanced engagement among general market and African American and Hispanic audiences
- Trained staff on effective multicultural engagement and relevance intersected by industry trends

DESIGNSENSORY

Knoxville, TN

MEDIA DIRECTOR

Dec 2020 - Dec 2021

Content & Skills Expertise

- Benchmarking
- Customer Acquisition
- TV, Radio, Print Media
- Digital Media
- Growth Marketing
- Paid Social/Paid Search

Scope of Impact

- Orchestrated and deployed media campaigns via traditional media and digital platforms
- Strategized and optimized paid social, paid search, programmatic display, and OTT/CTV tools
- Established a robust benchmark framework, enabling continual evaluation of marketing outcomes
- Provided insights and leadership that informed strategy and reduced media planning by 20%
- Spearheaded compelling pitches and delivered impactful presentations for clients and vendors
- Increased Gatlinburg Tourism's regional market share by 20% through new customer acquisition
- Collaborated with research, data analytics, and creative teams to ensure cohesive campaign launch

Phoenix Suns

Phoenix, AZ

MARKETING MANAGER, MEDIA

Sep 2018 - Jul 2020

Content & Skills Expertise

- A/B Testing
- Community/Global Outreach & Events
- Diversity & Inclusion
- Marketing Management
- Merchandising
- Procurement
- Project Management
- ROI Analysis

Scope of Impact

- Oversaw procurement, project management, and outcomes assessments across all media channels
- Developed targeted marketing and tactical media plans for cross-platform campaigns
- Directed local and international events and outreach strategies to drive brand engagement
- Designed and implemented inaugural process for selection of the Suns' advertising agency
- Conducted A/B testing, ROI analyses, and KPI tracking, to refine and maximize strategy effectiveness
- Led team of 10 employees in developing small business initiatives, such as the Golden Standard and Los Suns Small Business Awards, that broadened community engagement with the Suns
- Applied real-time optimization of paid media to enhance brand affinity, relevance, and ticket sales
- Managed multicultural marketing, diversity and inclusion partnerships, and social impact initiatives
- Increase brand sentiment across younger audiences by 19% and brand engagement by 15% YoY

Starcom Worldwide

Chicago, IL

MEDIA SUPERVISOR

May 2015 - Sep 2018

Content & Skills Expertise

- Budget Management
- Business Operations
- Competitive Analysis
- End-to-End Project Planning
- Media Buying
- P&L Management
- Systems Automation
- Workflows

Scope of Impact

- Delivered full scope of project management for clients including Mars, Wrigley, and Heineken
- Identified automation opportunities and Improved media buying workflows by 16% and decreased task redundancies by 15% by leveraging syndicated and proprietary media tools
- Demonstrated end-to-end financial management expertise for budgets up to \$300M
- Developed and monitored agency and team priorities, contracts, and system/tool implementation
- Assisted Sr. VP with P&L supervision, budget forecasting, talent management, and activations

Monster Worldwide

MEDIA PROGRAM MANAGER

Chicago, IL

Jan 2012 - Feb 2015

Content & Skills Expertise

- Digital Advertising
- Global Social Media
- Media Reporting
- Paid Media
- Sales Collaborations
- SEO Optimization

Scope of Impact

- Oversaw global digital/social media for clients incl. Schneider Trucking and Bob's Discount Furniture
- Performed comprehensive testing, analyzed media reporting, and optimized campaign performance
- Collaborated with Sales Reps. and Creative team to ensure alignment and successful execution
- Planned and optimized paid social and digital advertising, increasing web traffic by 27% and attracting 10% more qualified applicants for open positions

PROFESSIONAL AND INDUSTRY AFFILIATIONS

- Alpha Kappa Alpha Sorority, Inc., Member
- American Marketing Assoc., Member
- Assoc. of Nat'l Advertisers, DEI Committee
- Assoc. of National Advertisers, Brand Management Committee Member
- ColorComm Network, Member
- National Urban League, Member
- Roosevelt Univ. College of Business, Advisory Board Member

HONORS, AWARDS, AND PUBLICATIONS

- 2024 Roosevelt University College of Business Alumni Award Recipient
- Juror, Multicultural Excellence Awards, Association of National Advertisers
- 40 Under 40 List, Upscale Magazine 2023
- Integrated Multicultural Marketing Campaign, Perspectives Selected Readings on Communication, Media, and Society, 2009

TECHNOLOGY & CORE COMPETENCIES

- AdViews
- Asana
- Broadway
- Canva
- Figma
- Google Adsense & Analytics
- Google Suite
- HubSpot
- Jira
- Looker
- Lumina
- Mediaocean
- Prisma/Spectra
- Monday.com
- NinjaCat
- Notion
- PageMaker
- Paradigm Salesforce
- Photoshop
- Sprout
- Workfront

CERTIFICATIONS

The Association of National Advertising

- Marketing Analytics
- Marketing Professional
- Content Marketing
- Brand Building

Google

- Analytics
- Tag Manager

The Trade Desk

- Data Driven Planning

HubSpot Academy

- Digital Marketing

EDUCATION

M.S. in Integrated Marketing Communications

B.S. in Marketing, Advertising & PR Minor

Roosevelt University

Lewis University