





ASHLEY STEELE

DIGITAL STRATEGIST & MARKETING PROFESSIONAL

CONTACT

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EDUCATION

Visual Communications

Fashion Institute of Design & Merch
Los Angeles, CA | 2008-2010

Psychology

Colorado State University
Fort Collins, CO | 2005-2008

SKILLS

- Market Research
- Inbound Marketing
- Social Media Marketing
- Web Development & UX/UI
- SEO
- Adobe Creative Suite
- MS Office Suite & Google Docs
- Hubspot, Sharpspring, Salesforce
- Mailchimp, SurveyMonkey, Constant Contact
- Google Analytics
- WordPress

PROFILE

Driven and passionate strategist, marketer, relationship manager, collaborator with over 10 years of experience working for publications, startups, agencies and independent consulting relationships.

EXPERIENCE

HEAD of PROFESSIONAL SERVICES

APTEGY | LITTLE ROCK, AR | 2020-Present

Head of professional marketing services for a top leading SaaS company within the Education sector. My role is new to the company and is focused on creating professional marketing services Apptegy can offer to bring in new clients to the Thrillshare platform. My role is client facing, sales, and marketing strategy combined. Services include: holistic marketing strategy, branding, SEO, social media marketing, email marketing, web dev, lead generation for enrollment, and more. Reports directly to the CEO and collaborates across departments.

DIGITAL STRATEGIST

STONE WARD ADVERTISING | LITTLE ROCK, AR | 2018 - 2020

Role consisted of growing digital skills, staff and revenue across the agency while managing a team of 6. In my time here I added social media, SEO and advanced web development services to the agency that previously were not offered. My role collaborated across departments and was client facing. Clients included but were not limited to Baptist Health, Sport Clips Haircuts, Lee's Fried Chicken, Arkansas Arts Center, Little Rock Port Authority, Little Rock Chamber of Commerce, Sissy's Fine Jewelry and more.

- Created process for cross-department collaboration, creating 500 unique pieces of content, per account, per month. Totaling on average 3,000 pieces of content per month for use on social media.
- Developed new cost structure and product for web development service offerings increasing profitability for agency and cost reduction for the client, while increasing overall quality of the end product.
- Brought first SEO service offering and sale to the agency with proven success in reporting metrics.
- Wrote entire strategy for Baptist Health's new corporate website complete

INTERESTS

Hiking, Painting, Singing,
Philosophy, Gardening, Women's
Empowerment, Sustainability.

VOLUNTEERING

THE YARN STORYTELLING | Web
Manager

AR CORNBREAD FESTIVAL |
Marketing Chair

WORLD WOMAN FOUNDATION |
Social Media Consultant

SheEO | Digital Marketing
Consultant

with UX Wireframes, Google Analytics auditing and insights, competitor analysis, HIPAA compliance practices, persona development, SEO strategy, and conversion mapping.

DIGITAL DIRECTOR

THOMA THOMA | LITTLE ROCK, AR | 2016 - 2018

Within my first year back in Arkansas I worked towards bringing a 30 year old, traditional marketing firm up to date with a full digital suite of services while also serving as their technology manager. This included: development of all digital service scopes, processes, and tools; serving as senior web developer and SEO, creation and execution of company-wide marketing plan, on-site server maintenance and transfer to Google Suite and Amazon Cloud, set-up and integration of project management and billing software, sales processes and Hubspot integration.

- Worked hand-in-hand with CEO and Creative Director to implement a lead gen pipeline for each of our targeted industries including: Banking, Healthcare, Tourism and Tech.
- Planned and presented at workshops for clients including: T-Mobile, Westrock Coffee, Pizza Hut, Bank of Little Rock Mortgage.
- Collaborated and led teams across departments including creative, PR, and media.
- Introduced monthly Strategy Jams to the team in order to accomplish business-driven SMART goals for our clients.

VP of OPERATIONS

GARLIC MEDIA GROUP | DENVER, CO | 2014 - 2017

My role at Garlic truly reflects the nature of an entrepreneurial company (multiple hats). My responsibilities included but were not limited to: development of company-wide cost structures, creation of tools such as digital contract creation & internal project management, assistance across departments (video, web dev, social, SEO, & branding). Served as the senior point of contact for any client escalation, creation of HR policies and new client on-boarding, development of company organizational charts, analytics, and more.

- Built a digital department from ground-up starting with one employee and \$500 websites, to a team of over 10 and selling sites over \$25,000 and service packages averaging \$3500/mo with year-long contracts.
- Developed a new product offering, branding it DRO (digital reach optimization) to sell a more honest, holistic approach to SEO for clients.
- Worked with national and international clients including: Crocs Footwear, CircleK, Sola Salons, AVATA (an Oracle supply chain management consultant), Sesajal & PiSA (Mexican pharmaceutical and agriculture collaboration).
- Introduced cultural, team building events such as a monthly brunch

where we would share what we learned that month— we took turns making each other brunch in our full kitchen (used for video shoots and product shots).

OWNER/FOUNDER

DENVER WEB GAL | DENVER, CO | 2011 - 2016

Through previous experience, I learned that many individuals and companies oftentimes had Wordpress sites built for them that they no longer knew how to update or manage. So I opened my own consulting business training these individuals and companies about how to get the most from their WordPress sites. I also offered complete site builds, SEO, social media, inbound marketing, design services to complement their training.

- Brought in business purely from building and optimizing my own business' website for SEO and online listings, social media marketing and referrals.

PLATFORM & GRAPHICS ANALYST

CLVR TV | DENVER, CO | 2011-2012

Served as a WordPress web developer and graphic designer for complementary services to our video platform. Was also exposed to other CMS platforms such as drupal and joomla. CLVR was a top 50 company to watch in Denver this year. We worked off of a multisite environment with API integrations to, at the time, new social media platforms. Our video platform allowed for users to watch videos and click on and purchase products directly seen in the video (ie. a snowboarder coming down a mountain, you could purchase all their gear directly from the video.)

EDITORIAL INTERN, EDITOR, ART DIRECTION

944 MAGAZINE | LOS ANGELES, CA | 2008-2010

Started as an editorial intern for a national Fashion, Entertainment and Lifestyle magazine and worked my way up to an editor and art direction related position. I was published during this time and was responsible for content that was also published in all our locations' local magazines within Los Angeles, Orange County, San Francisco, Atlanta, Scottsdale, and New York City.

- Responsible for press event coverage including red carpet interviews.