

# ASHLEY CLAIRE SIMPSON

## MARKETING COMMUNICATIONS PROFESSIONAL

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I am a passionate, creative content generator with **B2B and B2C marketing experience** and the ability to thrive in both non-profit organizations and global enterprises. To view my corporate writing in addition to articles from my decade-long freelance journalism career, visit: [ashleysimpsonwrites.com](http://ashleysimpsonwrites.com).

### MARKETING EXPERIENCE

**DIGIZUITE**, Charleston SC (Remote; Headquartered in Odense, Denmark) July 2020 – Present  
*A Digital Asset Management software solution provider*

#### Marketing Strategist/Content Creator

First marketing employee in the United States. Creates full spectrum of content – including customer case studies, blog posts, whitepapers, press releases, email marketing campaigns, and text for landing pages. Manages customer case study process, from coordinating internal teams for initial information gathering all the way through publishing final product. Works with business partners to create co-branded content. Develops and nurtures relationships with customers to promote their participation in company promotional activities and initiatives.

- Created marketing demo database, complete with 200+ product descriptions and associated metadata for marketing team promotional use.
- Created the first ever content strategy for the 2021 'Digital Asset Management for sales enablement' marketing campaign.

**MULTIPLE CLIENTS**, Multiple Cities (Virtual) January 2011 – Present

#### Marketing Consultant & Freelance Writer

First client as a contractor was *The Connection Newspapers* (20K-circulation family of publications covering the entire DC-metropolitan area), for which I continue to write news briefs and features. Writing career that started with *The Connection* expanded to regular bylines in other outlets ([See online portfolio](#)).

As a marketing consultant, I perform digital marketing services (social media, email and ad campaign design and execution, menu design) for various small businesses. From MailChimp to Constant Contact, and from WordPress to Squarespace, I use a variety of email marketing platforms and content management systems to execute objectives.

- 2021 Virginia Press Association (VPA) First Place Award Winner. "[Why We Rescue.](#)"
- 2017 Maryland-Delaware-DC (MDDC) Press Association Award Winner. "[Biking 192 Miles for Cancer Research.](#)" 2<sup>nd</sup> Place in "Feature Story: Profile" category.
- Executed marketing strategy change for multiple small Northern Virginia businesses in response to COVID-19 and nationwide calls for quarantine.

**RIB SOFTWARE, AMERICAS**, Atlanta, GA August 2018 – January 2020  
*An IT solutions provider for the architecture, engineering, and construction (AEC) industry*

## Marketing Manager

Was responsible for all marketing activities in the Americas for company's software offering. Worked with global marketing team to produce the product website. Executed email marketing campaigns and collaborated with sales teams to write press releases and proposals. Wrote scripts and worked with global, professional production team to execute high quality, engaging videos and other presentations. Used Salesforce Marketing Cloud, WordPress, Squarespace, and Wix for email and website projects.

- Launched product website having written all text and established the concept for all graphical elements (Now, website is managed as mtwocloud.com by centralized marketing team in China)
- Established the organization's first ever marketing budget and strategy to include digital marketing initiatives.

**LEARNING TECHNOLOGIES GROUP (LTG), Atlanta, GA**

**August 2017 – August 2018**

*An international family of learning technologies products and service providers*

### Acquisition Marketing Executive

Managed all marketing activities for American brands (Gomo Learning and NetDimensions) of United Kingdom-headquartered LTG. Created email campaigns for both sales prospects and existing customers. Created and executed social media and digital advertising strategies. Worked with technical experts to execute all industry award submissions. Managed partnerships for sponsored campaigns. Worked with content team to optimize all material, including ebooks, virtual brochures, infographics, and case studies. Used Marketo, Salesforce Pardot, and WordPress for email and website projects.

- Created a monthly Gomo Learning webinar series to nurture warm leads.
- Completed 10 industry award submissions, resulting in 100% wins.

**AMERICAN ARMED FORCES MUTUAL AID ASSOCIATION (AAFMAA), Reston, VA**

*Longest-standing not-for-profit financial services provider for the military community*

**May 2015 – August 2017**

### Marketing Communications Specialist

Managed all website content and executed monthly virtual newsletters. Created strategy for and carried out all steps of email marketing campaigns. Conducted a variety of testing and analyzed digital results to generate best results for email campaigns and digital content. Produced monthly webinars for lead generation. Wrote articles on behalf of organization for publications well established within military community. Maintained all social media outlets. Worked closely with digital agency to maximize SEO for landing pages and websites. Managed event contractors for conferences, trade shows, and sponsored events.

- Managed all publicity and created all collateral for two years of AAFMAA-hosted Disabled American Veterans (DAV) events, a free event attended by hundreds of local veterans in need of assistance with VA claims.
- Reduced marketing overhead costs by creating, designing, and printing a variety of marketing collateral in-house.

## OTHER POSITIONS HELD

**SCIENCELOGIC, Reston, VA**

**October 2012 – February 2015**

Customer Success Specialist (February 2014 – January 2015)

Senior Business Development Representative (October 2012 – February 2014)

SNR SYSTEMS, Reston, VA

November 2009 – December 2011

Federal Inside Sales Manager

BROCADE COMMUNICATIONS, Herndon, VA

June 2008 – November 2009

Federal Inside Sales Representative

## EDUCATION

BA, Political Science and History, University of Virginia, Charlottesville, VA

August 2004 – May 2008