

ASHLEY CLAIRE SIMPSON

MARKETING & COMMUNICATIONS PROFESSIONAL

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703.328.1865

Atlanta, GA

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.

MARKETING EXPERIENCE

MULTIPLE CLIENTS, Multiple Cities (Virtual)

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.

- 2017 Maryland-Delaware-DC (MDDC) Press Association Award Winner. "[Biking 192 Miles for Cancer Research](#)." 2nd Place in "Feature Story: Profile" category.
- Executed marketing strategy change for multiple small Northern Virginia businesses in response the novel coronavirus 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

Planned and executed all marketing in the Americas for MTWO (RIB's virtual-to-physical planning platform that operates on Microsoft's Azure cloud). Worked with China-based marketing team to produce the MTWO product website. Executed email marketing campaigns and collaborates 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 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

2012 – 2015

Customer Success Specialist (2014 – 2015)

Senior Business Development Representative (2012-2014)

SNR SYSTEMS, Reston, VA

2009 – 2011

Federal Inside Sales Manager

BROCADE COMMUNICATIONS, Herndon, VA

2008 – 2009

Federal Inside Sales Representative

EDUCATION

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

2004 – 2008