

MARKETING PROFESSIONAL & AWARD-WINNING WRITER

With well-rounded marketing success and a proven aptitude for inside sales and customer service, I come with an invaluable combination of talent, an understanding of marketing and its relationship to customer dynamics. For my professional writing portfolio, visit: ashleysimpsonwrites.journoportfolio.com.

PROFESSIONAL EXPERIENCE**Learning Technologies Group (LTG), Atlanta, GA****August 2017 – Present***An international family of learning technologies products and service providers***Acquisition Marketing Executive**

Manages all marketing activities for American brands (gomo and NetDimensions) under the LTG umbrella (headquartered in Brighton, England). Conducts all marketing amplification activities [including social media] for gomo and NetDimensions events, including webinars. Creates email campaigns for sales prospects and Account Marketing email strategies to keep existing customers engaged. Writes website descriptions for all gomo and NetDimensions industry events. Contributes to and edits ebooks, white papers, and other collateral. Contributes regular blog posts to both NetDimensions and gomo blogs that tie in with existing content social media campaigns. Creates and executes all PR strategy for gomo and NetDimensions. Allocates budget for, plans, and executes LinkedIn and Twitter advertising. Manages partnerships and allocates budget for sponsored email campaigns. Works with Content Manager to develop content strategy and then promotes resulting blog posts, Insights, Infographics and webinars. Completes all industry award submissions for NetDimensions and gomo. Manages all logistics for USA industry events and user conferences. Uses Marketo, Salesforce Pardot, and WordPress for email and website projects.

- Became the first member of the Marketing team in the United States, thus becoming the USA representative for all Marketing activities.
- Created a new webinar series for gomo Learning to better nurture warm leads.
- Completed industry award submissions that resulted in 100% wins.

The Connection Newspapers, Washington DC**2011 – Present***Washington DC-area media outlet***Freelance Journalist**

Writes weekly news briefs and features for 20K-circulation family newspapers. Pursues both assigned story topics and original ideas to produce content.

- 2017 Maryland-Delaware-DC (MDDC) Press Association Award Winner. "[Biking 192 Miles for Cancer Research](#)" in the *Potomac Almanac*. 2nd Place in "Feature Story: Profile" category.
- Main point of contact at *Connection* with multiple non-profit organizations.
- Success with *Connection* has led to relationships with other local outlets (reference online portfolio).

American Armed Forces Mutual Aid Association (AAFMAA), Reston, VA**May 2015 – August 2017***Longest-standing not-for-profit financial services provider for the military community***Marketing Communications Specialist**

Content manager for website. Executed all print and virtual newsletters. Created strategy for and carried out all steps of email marketing campaigns. Conducted a variety of testing and analyzes digital results to produce best results for email campaigns and digital content. Produced monthly webinars for lead generation. Wrote content for, designed, and published landing pages using WordPress. Contributed regular blog posts to popular military websites for brand awareness. Wrote articles on behalf of organization for publications well-established within military community, including *AmeriForce Media* and *Military Spouse* magazines. Maintained all social media outlets. Worked closely with digital agency to maximize SEO for landing pages, websites. Managed event contractors for conferences, trade shows, and sponsored events.

- Managed all publicity (and wrote the press releases for distribution to Washington DC newspapers) and created all collateral for two years of AAFMAA-hosted Disabled American Veterans (DAV) events, a free event to benefit local veterans in need of assistance with VA claims. These events have served hundreds of local military veterans.
- Reduced Marketing overhead costs by creating, designing and printing a variety of marketing collateral in-house.

ASIS INTERNATIONAL, Alexandria, VA

April 2015 – May 2015 (CONTRACT)

Association for Security Professionals

Copywriter

Wrote copy for official website and marketing emails. Contributed to marketing efforts for the biggest ASIS event of the year. Crafted promotional articles and member spotlights published in *Security Management* magazine.

- Wrote all website content to promote largest ASIS-sponsored event of the year.
- Maintained content creation for ASIS during transition during transition in Marketing management.

SCIENCELOGIC, Reston, VA

2012 – 2015

Network monitoring software company

Customer Success Specialist

2014 – 2015

Responded to customer inquiries and concerns. Attended meetings, participated in discussions and coordinated resources for purchased services. Liaised between sales, support and engineering departments. Utilized Salesforce, homegrown ticketing system and Cisco WebEx. Proactively reduced backlog of customers' expired service days. Routinely updated customers to promote most recent product upgrades.

- Addressed technical issues and coordinated the resolution of service needs for up to 20 customer accounts at a time.
- Streamlined customer communications process by writing all service reminder and follow-up email templates.

Senior Business Development Representative

2012 – 2014

Cold called 60-100 prospects daily in pursuit of sales leads. Applied various techniques in prospect outreach, focused on securing meetings and achieving sales. Tracked progress utilizing Salesforce and conducted network architecture research using Raining software program.

- Initiated meetings for the West Coast sales with multiple target accounts through 100% cold calls. Landed introductory meetings with Fortune 500 companies through personal outreach – later realized as major company contracts.
- Expanded library of outreach materials for entire Inside Sales team by creating sales-focused email templates.

SNR SYSTEMS, LLC, Reston, VA

2009 – 2011

Federal value-added information technology reseller (VAR)

Federal Inside Sales Manager / Office Manager

Reported directly to CEO and VPs of start-up company. Created the inside sales and sales administration processes. Built strategic relationships with both vendors and distributors. Developed pricing quotes and bid responses and managed order processes for federal sales. Edited proposals to government agencies. Coordinated bi-weekly payroll. Implemented and oversaw benefits plans, including flex spending and 401(K) programs.

- Established significant, preferred discounts on products through relationship-building with vendors and their distributors.
- Coordinated and managed relocation of headquarters to a more visible location that accommodated company growth and the sales team's need for an optimal place to meet with potential clients.

FOUNDRY NETWORKS, Herndon, VA

2008 – 2009

IT switching and routing equipment company acquired by Brocade Communications in 2009

Federal Inside Sales Representative

Oversaw sales administration for 40+ federal sales representatives, including provision of quotes and customer service. Processed purchase orders, preparing documentation for all product evaluations and RMAs (product returns).

- Used Salesforce for all quote preparation and order processing to solidify record-breaking 2008 year that led to its 2009 acquisition by Brocade Communications.
- Issued price quotes for upsell opportunities so that outside sales teams could focus on lead generation.

EDUCATION

BA, University of Virginia, Charlottesville, Virginia

AWARDS

2nd Place, 2017 Maryland-Delaware-DC (MDDC) Press Association Award, Feature Story: Profiles category

MDDC awarded my 2016 article, "Biking 192 Miles for Cancer Research," which appeared in the Potomac Almanac, with second place in the "Feature Story: Profile" category. Read the recognized article at this

- URL: <http://www.potomacalmanac.com/news/2016/aug/24/potomac-biking-192-miles-cancer-research/>