

ASHLEY CLAIRE SIMPSON

SENIOR MARKETING CONTENT STRATEGIST

ashleycsimpson@gmail.com | 703.328.1865 | Charleston, SC

Versatile strategist with a track record of translating complex technical concepts into high-impact human narratives across B2B, B2C, and non-profit sectors. I specialize in a "Human-in-the-Loop" AI methodology: leveraging AI to handle high-volume data analysis and production, while focusing my creative energy on the nuanced storytelling technology cannot replicate. By identifying exactly where AI support ends and human empathy begins, I produce high-resonance content that captures executive voice and real-world workflows. Winner of Cotality's 2024 Pinnacle Award—the company's highest honor for excellence—recognized for driving lead generation through cross-functional leadership and strategic storytelling.

EXPERIENCE

COTALITY, Charleston, SC (Remote; Headquartered in Irvine, CA)
A leading insurance technology solutions provider

October 2022 – Present

Senior Content Strategist

I execute thought leadership for Cotality's Insurance Division, translating technical objectives into human-centric narratives. I ghostwrite for the Division President, manage cross-functional product launches, and produce a high-volume multimedia pipeline including video scripts, technical blogs, and award submissions.

Selected achievements:

- Created an award-winning ebook (2024 Pinnacle Award): Selected from 7,000+ employees to lead end-to-end development of [Cotality's inaugural AI ebook](#).
 - Orchestrated workflows between creative and technical product teams to balance visual design with technical accuracy.
 - Partnered with SMEs and executives to translate complex technical insights into market-ready content, managing all stakeholder approvals.
 - Established rigorous QA protocols, ensuring technical precision and directly generating 400+ high-quality leads.
- Conceptualized and executed a strategic content roadmap defining the role of AI across the property insurance ecosystem.
- Authored high-visibility bylines and social content for the Insurance Division President, establishing them as a definitive industry voice.

MULTIPLE CLIENTS, Multiple Cities (Remote)

January 2011 – Present

Marketing Consultant & Freelance Writer

As a freelance writer and marketing consultant, I craft compelling content for diverse publications and provide full-scale digital marketing—from social media and ad campaigns to menu design—for small businesses. My writing career began with a cold call to *The Connection Newspapers* (DC Metro family of publications) and has

since grown into a robust portfolio of regular bylines across multiple outlets.

Selected achievements:

- 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.](#)" 2nd 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.

DIGIZUITE, Charleston SC (Remote; Headquartered in Odense, Denmark) **July 2020 – August 2022**
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.

Selected achievements:

- 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.

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

Marketing Manager

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.

Selected achievements:

- Launched product website, writing all text and established the concept for all graphical elements.
- Established the organization's first 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.

Selected achievements:

- 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.

Selected achievements:

- 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.

EDUCATION

BA, Political Science and History, University of Virginia, Charlottesville, VA **August 2004 – May 2008**