

Ashley Avona

Senior Content & Campaign Strategist | Brand Marketing, Social, and Performance Media

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Professional Summary

Strategic and creative marketing professional with 6+ years of experience in content strategy, brand storytelling, and cross-channel campaign execution. Hands-on expertise in content marketing, social media strategy, growth campaigns, and performance copywriting. Proven ability to drive engagement, conversions, and brand growth through compelling copy and data-driven planning. Skilled in prompt engineering and leveraging AI tools like ChatGPT and Gemini to streamline ideation, content creation, and workflow efficiency. Strong collaborator adept at aligning messaging with brand voice and campaign goals, especially in remote-first environments.

Core Competencies

Content Marketing Strategy • Performance Marketing • Growth Marketing • Social Media Strategy • Paid Media Execution • Conversion Copywriting • AI-Assisted Content Development • Campaign Planning & Optimization • Brand Messaging & Positioning • Short-Form Video Scripting • UGC & Influencer Collaboration • A/B & Multivariate Testing • Analytics & Reporting • Cross-Functional Team Collaboration • Workflow Automation

Professional Experience

Augustine Agency

Senior Social and Digital Content Manager | Mar 2023 – Jul 2025

- Led award-winning digital and social campaigns for national and tourism brands including Mission Foods, The Mango Board, Visit North Lake Tahoe, and Downtown Napa.
- Developed content strategies across social, digital, and paid platforms that drove measurable increases in reach and engagement.
- Directed creative conceiving, video shoots, and content production with cross-functional teams.
- Led multi-platform content strategies for CPG brands, increasing follower growth by 30K and driving 10M+ impressions annually.
- Developed brand voice and creative direction across digital channels, including video, social, & display.
- Leveraged ChatGPT, Dalle.2, and Gemini to generate copy concepts, accelerate content production, create graphics, and enhance campaign ideation.
- Collaborated with design, video, and analytics teams to align creative output with performance metrics and brand goals.

Thrive Internet Marketing Agency

Senior Social Media Manager | Dec 2020 – Mar 2023

- Oversaw freelance contributors across multiple time zones to ensure timely, high-quality deliverables.
- Developed and executed social media strategies and content for a diverse client portfolio, including Dr. Karl Supal DDS (Peninsula Center of Cosmetic Dentistry), healthcare providers (Ezra, Dr. Ken Redcross, ShareMD, NY Pediatric Ophthalmologists), science and technology companies (Kallaco, Pace Analytical), and financial institutions (GuidedChoice, Pacific Home Brokers).

- Ensured regulatory compliance in all campaigns by collaborating with the USDA & FDA.
- Conducted in-depth audits and delivered data-driven recommendations to improve social media KPIs.
- Conducted social audits and keyword research to build performance-focused content calendars.

Eighty-Three Creative Inc.

Social Media Strategist | Jun 2018 – Oct 2020

- Created tailored content and messaging strategies for men's fashion and skincare brands.
- Increased engagement rates through creative storytelling, influencer alignment, and trend analysis.
- Produced blog content and editorial features for City Electric Supply News.

Javelin Agency

Marketing Intern | Mar 2015 – Sep 2015

- Supported integrated campaigns for major national brands including AT&T and Sparkling Ice.
- Assisted with copywriting, research, and presentation development.

Key Achievements

MarCom Platinum Award: “Joy of Mangos” Campaign — 4.6M impressions, 14K+ sweepstakes entries

Addy Gold Award: Mission Foods Carb Balance Campaign — 30M impressions, 28K+ engagements

Addy Silver Award: Mission Mini Halloween Quesadillas Video — 14K impressions, 8K+ engagements

Addy Gold Award: Mission Foods Tortilla Chip Series — 3M impressions, 20K+ engagements

Digital Tools & Technical Proficiencies

AI & Automation: ChatGPT-4o, Gemini, Prompt Engineering

CMS & Web: WordPress, HubSpot

Social & Community: Facebook, Instagram, TikTok, LinkedIn, X (Twitter), Pinterest

Analytics: GA4, Meta Insights, Sprout Social, Hootsuite, Sprinklr, Brandwatch, Semrush

Creative: Canva, Premiere Pro, CapCut

Paid Media Platforms: Meta Ads Manager, Google Ads, LinkedIn Campaign Manager, X Ads

Education

MS, Global Marketing Management — Boston University (Expected May 2026)

BA, Journalism (Public Relations) — University of North Texas (2018)

Certifications

Project Management Essentials — Boston University (2025)

Generative AI: Prompt Engineering Basics — IBM (2025)