

# E. ASHLEY RATLIFF

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Portfolio: <https://ashleyratliff.journoportfolio.com/>

## OVERVIEW

Experienced communications professional with strengths in crafting compelling narratives, storytelling, content development and driving engagement and connection with audiences through integrated communications campaigns.

## TECHNICAL SKILLS

Google Suite; Slack; Asana; Constant Contact; Apple iOS; Microsoft Windows; Office 365, Project, SharePoint, Teams, Visio; Facebook and Workplace; Instagram; X/Twitter; YouTube

## EXPERIENCE

### **Interim Marketing Communications Coordinator (contract)**

**Creative Circle, at City of Bainbridge Island / Bainbridge Island, WA / Aug 2023 – present**

- **Writing & Communications:** Developed and managed overall editorial calendar for the City. Created content for publication on various channels, such as the City's website, weekly email campaigns, and quarterly newsletter. Managed the City's social media channels including Facebook, YouTube, X/Twitter, and Nextdoor. Published weekly City Manager Report emails via Constant Contact. Managed creation of weekly videos for publication. Worked with multiple contractors to design and publish quarterly newsletter and other event and PR materials as needed. Assisted with executive communications. Wrote all press releases and public announcements.

### **Marketing Coordinator (contract)**

**24 Seven Talent, at Salesforce / Seattle, WA / June 2022 – Jan 2023**

- **Project Management:** Managed the creation of content and artwork for the customer social, film and photo programs for Salesforce Customer Marketing. Successfully rationalized library of customer films on YouTube, gaining approval from customers for renewals. Developed efficient processes across programs to ensure key deliverables were on schedule, while providing clear communications across teams along the way. Assisted with monthly reporting, Slack posts, and rhythm of the business for the Brand Programs team. Effectively collaborated with cross-functional marketing team in support of customer artwork program.

### **Digital Project Manager**

**Affirma Consulting / Bellevue, WA / May 2021 – Jan 2022**

- **Project Management:** Managed multiple end-to-end enterprise creative projects varying in complexity and scope, while encompassing design and digital marketing engagement lifecycles. Established realistic and data-driven project budget and resource plans. Collaborated with development leads and implementation teams to complete projects as scoped, on time and within budget. Provided consistent and thorough communication of project status and progress towards completion. Developed risk management strategies while exceeding client expectations.

### **Content Program Manager (contract)**

**Affirma Consulting, onsite at Facebook Reality Labs (Meta) / Seattle, WA / Jan – March 2021**

- **Writing & Communications:** Ghostwriter for Executive Vice President of Operations, ensuring consistent voice, tone, and delivery. Directed content development process for internal and external communications. Created communications collateral across modalities in the form of email, presentations, video scripts/outlines, @Workplace messages, etc.
- **Strategic Communication Planning:** Managed intentional communications plan to elevate messaging within the FRL Devices organization; increasing VPO transparency and engagement.

**Pandemic Gap Year / March 2020 – Jan 2021**

### **Communications Manager (contract)**

**Aquent Staffing, onsite at Starbucks Coffee Company / Seattle, WA / Aug 2019 – March 2020**

- **Writing & Communications:** Developed and managed communications for enterprise-wide resource management and procurement program. Designed templates, newsletters, various SharePoint portals and other team assets. Engaged with program/process owners, stakeholders, and business partners to communicate project objectives, strategy, tactics, and progress. Supported managers and teams to drive messaging consistency and brand alignment.
- **Strategic Communication Planning:** Drove the integration of consistent messaging internally throughout Starbucks and externally with suppliers. Developed and executed a robust enterprise communications plan to promote corporate awareness and adoption of programs, focusing on strategy, program metrics and key deliverables.

### **Public Relations Manager**

**Peninsula Light Company / Gig Harbor, WA / Aug 2018 – April 2019**

- **Public Relations:** Planned and directed public relations programs by creatively using a combination of traditional and digital communications designed to maintain and enhance the Cooperative's public image, while maintaining brand integrity. Spearheaded all communications with members and community organizations, inclusive of branding, messaging, and implementation of communication strategy.
- **Writing & Communications:** Served as chief institutional writer, developing content for internal and external publications and marketing efforts. Used public relations and social media strategies to increase awareness and visibility of the Cooperative, actively engaging membership and public through company's website and social media channels.
- **Community & Government Relations:** Lead community outreach efforts and development of collaborative communications strategies and initiatives with external partners, including community organizations, key accounts, and Ambassadors program. Actively managed cooperative's government affairs efforts, engaging with legislators, regulators and third parties to advocate, inform and positively position the cooperative.

### **Communications Specialist**

**Pee Dee Electric Membership Cooperative / Wadesboro, NC / April 2013 – Aug 2018**

- **Digital Content Strategy:** Created and managed complex editorial calendar, aligning topics and information with key strategic initiatives; developed all corresponding content. Launched and aggressively maintained Cooperative's social media presence, using both quantitative and qualitative data analytics to inform strategy direction.
- **Writing & Communications:** Developed creative and compelling content for internal and external publications and marketing materials, including monthly newsletter, effective digital marketing campaigns, new company website, and strategic press releases, media kits and video storyboards.

- **Operations Management:** Designed, launched, and maintained the organization's new website (PDEMC.com); updated content daily. Developed content for and managed the creation of the cooperative's Crisis Communication Plan.
- **Community & Member Relations:** Managed community grant and scholarship programs in collaboration with statewide and national partners. Member of Anson County Chamber of Commerce Board of Directors.

### **Community Outreach/Literacy Coordinator**

#### **Anson County Partnership for Children / Wadesboro, NC / Aug 2012 – April 2013**

- **Communications & Marketing:** Proactively managed overall communications and marketing planning for the Partnership; successfully promoted the programs and accomplishments of the Partnership through both print and online marketing materials.
- **Event Planning & Management:** Executed multiple Partnership events including management of facilities, logistics, materials, equipment, transportation, marketing, and advertising.
- **Media Relations:** Effectively executed all public and media relations in support of literacy programming and community outreach activities. Developed content for the submission of articles, advertisements, and media kits.
- **Community Outreach & Engagement:** Managed all Partnership literacy initiatives with local, regional, and national partners.

### **Communications Program Manager – Microsoft Global Outsourcing (MGO)**

#### **Microsoft Corporation / Redmond, WA / Dec 2008 – Jan 2012**

- **Brand Development:** Drove the creation and integration of consistent internal and external messaging throughout the organization and across Microsoft. Proactively created a new visual identity, inclusive of new branding and associated standards for multiple levels of the organization.
- **Strategic Communication Planning:** Developed and executed a robust communications plan to promote corporate awareness of MGO; focusing on strategy, fiscal priorities, and key deliverables while promoting the MGO image.
- **Writing & Communications:** Prepared comprehensive management-level communications such as key emails, presentations, business/strategy updates, organizational announcements, and executive updates. Created and published MGO internal/external facing newsletters on monthly and quarterly cycles.

### **Program Manager – Product Launch Services (PLS)**

#### **Microsoft Corporation / Redmond, WA / Dec 2005 – Dec 2008**

- **Project Management:** Successfully managed multiple product launches for Entertainment & Devices division; focusing on corporate branding and image through product and packaging artwork and display. Collaborated with various product and operational groups to define product and operational requirements pertaining to the launch of Xbox Game Console, Xbox Accessories and PC Gaming hardware. Defined and managed comprehensive project schedules for all launches, inclusive of critical milestones, issue resolution and risk mitigation plans. Drove cost reductions through process improvements pertaining to packaging and product release.
- **Communications:** Effectively communicated launch requirements to cross and downstream partners in branding and artwork, packaging design, pricing strategy and WW supply chain.

### **EDUCATION/CERTIFICATIONS**

- **Certified Cooperative Communicator**, 2018 / National Rural Electric Cooperative Association
- **Business, Technical and Scientific Communications Certification**, 2003 / East Carolina University
- **Master of Arts, Technical & Professional Communications**, Dec. 2003 / East Carolina University
- **Bachelor of Arts, English**, May 1996 / East Carolina University