

ASHLEY VELEZ

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TARGET: DIRECTOR OF MARKETING

Strategic Planning and Execution | Project Management | Digital/Social Media Marketing

Performance-driven marketing leader with a career track record of success directing strategic, high-impact digital and print marketing initiatives driving engagement, marketplace visibility, and ROI. Solution-focused senior management professional with a history of building/directing cohesive teams and collaborating with top decision makers to drive core business goals. Innovative change agent with broad experience spanning marketing project management, social media/digital marketing, branding, SEO/SEM, web optimization, and analytics. BA degree. Conversant in Spanish.

LEADERSHIP STRENGTHS AND VALUE OFFERED

Strategic Business Planning/Execution | Branding/Rebranding Solutions | Prospect Identification/Qualification | Customer Acquisition and Retention | Client/Partner Relations | Engagement/Brand Awareness | Strategic Marketing Planning and Execution | Marketing Campaign Leadership | Social Media Marketing/Advertising Content/Copyediting Oversight | Website SEO/SEM | Third-Party Vendor Negotiations | Performance Analytics Revenue/Budget Analysis | Trade Show Marketing/Management | Quality Assurance | Email Campaigns

CAREER HISTORY

ATLANTA SEO PRO, Atlanta, GA, 06/2018-Current

Full-service Digital Marketing Agency that specializes in website creation, search engine optimization, content creation, and social media management for small businesses.

Co-Founder, Chief Operations Officer

Partnered with CEO into an executive-level leadership role to grow a new digital marketing agency with a focus on small business clients. Oversee daily operations and coordinate with CEO and other executive team members to increase quarterly profits, evaluate operating procedures, look for ways to improve agency efficiency, and generate new leads. Grew team from four to twelve employees, with four full-time employees and 8 part-time employees, serving over 40 national small business clients.

Key Impact:

- Boosted business 35% in 90 days with community involvement and networking model aimed at targeting the community of Cherokee County directly; formed and fostered productive, sustainable relationships with client decision makers, strategy partners, and vendor principals of small to large organizations.
- In charge of recruitment and hiring process for Director of Operations and all account managers, in addition to regular employee engagement initiatives, e.g., training, staff development.
- Facilitated the development of sales collateral (landing pages, proposal templates), strengthening branding and messaging to improve sales conversions, customer relations, and business development.
- Planned and executed strategies to identify and qualify prospective client companies, leveraging lead generation, marketing solutions, and relationship skills to engage with senior-level decision makers.
- Increased conversion rates by optimizing prospect identification/qualification through data analytics and triggered Facebook Ad campaigns via custom, demographic-driven target lists.

CHEROKEE WOMEN'S HEALTH SPECIALISTS, Canton, GA, 11/2017-06/2018

Obstetrics and gynecology practice founded in 1993 with 50 personnel (six physicians, a Physician's Assistant, two Nurse Midwives) providing obstetrics, annual exams, cosmetic gynecology, and cosmetic services.

Digital Marketing Manager

Selected to a new, senior-level leadership role following a long-term association as a Marketing Manager delivering social media/web presence services via a contracted provider (TrustWorkz, Inc.) and subsequently as a three-year freelance content developer, reporting to the Practice Administrator. Directed strategic marketing initiatives for new (cosmetic offerings) and existing (OB-GYN) services, lead five contracted creative staff. Directed all digital and print marketing

(content creation, social media, website, digital campaigns, online reviews, etc.), delegated copywriter assignments, collaborated with editorial and event marketing staff, and managed third-party relationships.

- Led an in-depth audit and optimization of the company website (500+ pages) to grow weekly site visitors, reaching a historical high of 1,900 weekly site visitors by March 2018 and outpacing previous records of 1,500 or 1,600 hits.
 - ✓ Initiated and directed site updates to enhance the mobile-responsive (smartphone) experience.
 - ✓ Improved SEO, strengthened site navigation and page organization, and maximized keyword strategy.
- Rapidly gained proficiency with a new, robust marketing automation system (Ontraport) with advanced features aligned with marketing cosmetic services, importing contacts and crafting new email campaigns within sixty days.
- Developed new and revamped outdated policies aligned with company growth and social media changes spanning video/email marketing, freelance hiring, website style, SEO, social media content, and copywriter assignments.
- Launched and optimized landing pages for the 2017 launch of new service offerings (cosmetic services), ensuring SEO best practices, meta descriptions, and key words to maximize online search results.

DIGITAL SCIENTISTS, Alpharetta, GA, 3/2017-10/2017

Technology innovation lab with a ten-year history and 20 staff providing design and development of B2B software products and platforms.

Marketing Manager

Brought on board in a newly created and first-ever dedicated marketing role to manage all online and print marketing initiatives (B2B marketing, content development, social media, analytics, web development, paid advertising, SEO, vendor relations, and event planning). Worked closely with the CEO and the VP of Business Development to strategically plan and execute high-impact marketing campaigns to drive new business development. Optimized marketing automation and refined the lead conversion analytics management process. Developed email campaigns; created/managed the editorial calendar, crafted/posted social media content (blogs/articles).

- Initiated, gained consensus for (overcoming reservations), and introduced a robust, cloud-based online content strategy via CoSchedule; reduced annual costs 50% by posting a blog describing company software utilization.
- Developed new landing pages on a custom CMS (content management software), introducing service-dedicated pages, incorporating SEO, and including headers to improve Google search results and attract visitors.
- Facilitated the redevelopment of underperforming sales collateral (proposal templates and sales decks), strengthening branding and messaging to improve sales conversions, customer relations, and business development.
- Partnered with the VP of Business Development to develop a marketing campaign promoting a new, value-add product, a 36-page e-book providing key findings in creating successful digital and innovative products.

CRYOLIFE, INC. – Atlanta, GA, 2014-2017

Leading global medical device company with 600+ employees and a multi-national footprint spanning 75 countries.

Marketing Services Coordinator, Marketing Communications Department (2016-2017) / Document Control Specialist, Document Control Department (2014-2016): Recruited to facilitate multi-departmental SOP reviews/updates ensuring FDA compliance following the transition to an online document management system. Rapidly gaining status as a “go to” contact, assumed oversight of projects. Moved to a new, multifaceted role in early 2016 and charged with creating/improving website content, creating/posting social media content, and editing marketing collateral. Helped manage 20+ annual events and facilitated field interviews and video/print case studies of patient experiences.

- Assumed direct oversight of 20 annual Vascular tissue tradeshow planning meetings supporting 50 sales reps.
- Took on management of all marketing literature document changes and SOPs supporting the entire department.
- Helped strengthen Company brand, improved employee morale, and enhanced communications between Marketing and HR; recommended improvements to online messaging/branding (i.e. LinkedIn/Glassdoor); subsequently invited by Recruitment Manager to serve on related committees and assist with annual holiday/social events.

TRUSTWORKZ, INC. – Woodstock, GA, 2012-2014

Privately held startup marketing firm with 15 personnel providing social media, SEO/SEM, and web presence management services for small to midsize metro Atlanta business clients.

Marketing/Project Manager (2013-2014) / **Marketing Specialist** (2012-2013): Joined a new marketing firm with five staff, managing 16 client websites/social media channels and delivering marketing strategies/analytics evaluation. Assisted with new hire training/orientation during growth phase to 15 staff, overseeing training and helping develop an online portal. Promoted to a dual role, overseeing the performance of eight Marketing Specialists and client projects.

- Developed a uniform project life-cycle process (intake/onboarding/go-live) to achieve a six to eight-week completion; facilitated system/process improvement strategies in tandem with the CMO and the COO.
- Designed/delivered training marketing training and facilitated the creation of an online self-study web portal.

EARLIER ROLES: Part-time **Literary Assistant** for a published author while pursuing degree, 2004-2009. **Administrative Assistant** for **Hodges Ward Elliott**, a commercial real estate firm, 2006-2009. Launched and managed **Literally Efficient**, 2009-2012, providing transcription and editing services to creative and small business clients.

EDUCATION

Bachelor of Arts, KENNESAW STATE UNIVERSITY, Kennesaw, GA, 2006

Hope Scholarship | Dean's List | Sigma Tau Delta, English Honor Society

PROFESSIONAL DEVELOPMENT: Certificate of Attendance, Compliance Course: SOPs for FDA-Regulated Industry: Best Practices to Withstand FDA Expectations, 2014 | Yellow Belt Six Sigma Training/Partial Coursework

COMMUNITY CONTRIBUTIONS

Creator, Organizer, Facilitator (2019-Present), The Human Side of Entrepreneurship

A monthly gathering of entrepreneurs designed to candidly explore, discuss and solve challenges of starting and running one's own business from the human perspective.

Honorary Course Professor (Fall 2019), Reinhardt University McCamish School of Business & Sport Studies

Invited to present to Introduction to Marketing Principles Class during the Fall 2019 semester by Professor Chip Campbell as a marketing professional to share knowledge with students via an experiential teaching method.

Contributing Writer (2018-Present), Townelaker, Around Woodstock, Around Canton Magazines

Invited to be a bi-monthly contributing writer focused on topics of interest for millennials, small business owners and entrepreneurs, and other hyper-local events.

Leader, Social Media & Content (June 2018 – June 2020)/Member (2017-Present), Young Professionals of Woodstock

Voted to newly created social media leadership role for an organization formed in 2009 to reinvent and reinvigorate the downtown area with innovative ideas, enhanced visibility, and targeted events bridging the generations.