

# ASHLEY H. AUSTIN

## STRATEGIC MARKETING EXECUTIVE

theashleyhouston@gmail.com • 773.469.1731

### EXPERIENCE

#### Global Integrated Marketing Manager • WeightWatchers

Jan 2023-Present

- Directed growth marketing across all paid channels, overseeing strategy, go to market planning, creative and media integration
- Collaborated with internal research team and media agencies to uncover and continuously drive opportunities for deeper engagement and consideration within growth audiences
- Partnered with cross-channel media/creative leads to inform and execute on deliverables ensuring timely delivery to meet international campaign plan needs.
- Establish goals, key performance indicators and monitor campaigns to evaluate effectiveness and optimizations needed for campaigns
- Lead day-to-day contact for growth marketing agency, prioritize campaign workstreams and provide brand updates/direction

#### Brand & Multicultural Manager (U.S.) • WeightWatchers

Dec 2021-Jan 2023

- Led high-impact media partnership opportunities across brand & multicultural partners
- Informed team on current cultural and industry trends, provided recommendations and identified opportunities for optimization and testing.
- Collaborated with various internal channel leads to assist on general market/growth/multicultural member casting, influencer engagement, seasonal initiatives, etc.
- Acquired new customers and boost WW brand engagement among general market, African American (AA) and Hispanic audiences by partnering with brand ambassadors and influencers through culturally relevant content and event sponsorships

#### Highlights:

- *Developed marketing strategy from concept to execution stage for the WW's Diabetes Tailored Plan and WW/Abbott Integrated app partnership. Exceeding conversion expectations by 30%*
- *Successfully managed Essence Festival of Culture sponsorship \$1.5MM budget and multicultural staff from contract negotiation to activation stage. Increasing brand relevance with AA audience by 20%.*

#### Media Director • Designsensory

Dec 2020-Dec 2021

- Directed marketing and media strategy, tactical planning and buying for several clients, inclusive of traditional media (television, radio, print, and out-of-home) and digital media (paid social, paid search, programmatic display, OTT/CTV and video)
- Created benchmark framework to evaluate effectiveness of marketing initiatives for continuous optimization and to inform future marketing strategies
- Developed and maintained relationships with clients and vendors, contributed to new business efforts; lead pitches, as requested
- Present marketing reports to owners and clients monthly

### SUMMARY

Global marketing executive with 16 years of experience developing marketing strategies and leading teams in successful brand and growth marketing initiatives. Demonstrated skills in analytical thinking, budget management, and integrated media planning and buying.

### AFFILIATIONS

- American Marketing Association
- Association Of National Advertisers
- Color Comm

### CERTIFICATIONS

#### ASSOC. OF NATIONAL ADV.

- Marketing Analytics
- Marketing Professional
- Content Marketing
- Brand Building

#### MEDIA MATH ACADEMY

- Programmatic Media

#### TRADE DESK EDGE ACADEMY

- Data Driven Planning

#### GOOGLE

- Analytics Certification

### EDUCATION

#### ROOSEVELT UNIVERSITY

M.S. Integrated Marketing

#### LEWIS UNIVERSITY

B.S. Marketing

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-Collaborated across agency departments (research, data analytics, creative) to ensure a timely launch of marketing campaign  
-Ensured media plans were executed as planned and approved, on schedule and on budget

**Highlights:**

- *Increased Gatlinburg Tourism's regional market share by 20% through new customer acquisition*
- *Improved engagement and awareness of COVID Vaccine (THD) by 35% through media campaigns*
- *Grew Zoo Knoxville's annual memberships by 12% with ARC exhibit promotions, revitalized newsletters, and partnership with local news*

**Marketing Manager, Media • Phoenix Suns (NBA)**

Sep 2018-Jul 2020

-Managed all media that was purchased/procured throughout the calendar year including out of home, television, print, radio, digital marketing, social media, and direct mail  
-Led general market, multicultural marketing along with diversity equity and inclusion initiatives both internally and externally  
-Successfully identified tactical media plans for cross-platform campaigns that incorporate Team and Partner messaging  
-Developed and managed African American and Hispanic marketing strategies and campaigns including community outreach and events locally and internationally  
-Directly managed advertising agency Promotion team and Marketing Coordinators (10+ employees)  
-Identified target audience and analyzed media efficiency to ensure media options work appropriately  
-Conducted A/B testing and track key performance indicators associated with each media campaign including ROI analysis  
-Conducted research and identified appropriate target demographics associated with each campaign  
-Optimized paid media in real time to increase brand affinity, relevance, and ticket sales  
-Increased brand engagement and revenue by 15% year over year through TV viewership and retail apparel

**Highlights:**

- *Created marketing strategy and plan for 2019 NBA Phoenix Suns All Star marketing plan from ideation to execution. Resulting in building Devin Booker's brand equity as an All Star and increasing his votes year over year by 51%, and selling out All Star Phoenix related merchandise*
- *Increased Suns brand inclusivity and improved internal brand by spearheading apparel collections, events, multicultural partnerships, and social impact initiatives (Univision, Los Suns capsule collection, Black History Month, Los Suns themed nights, etc)*
- *Improved community engagement by developing several small business initiatives (Golden Standard Award, Los Suns Small Business Award sponsored by Univision)*

**Media Supervisor • Starcom Worldwide**

May 2015-Sep 2018

-Collaborated across client teams (Mars, Wrigley, and Heineken) to determine areas of opportunity to automate, develop efficiencies and improve workflow  
-Presented reporting, budgets, and new processes to clients and leadership on a quarterly basis  
-Used syndicated and proprietary tools for support and contribution to the planning process and for competitive analyses  
-Oversaw project management needs and responsibilities with end to end fiscal management up to \$300MM

## VOLUNTEER EXPERIENCE

- Alpha Kappa Alpha Sorority Incorporated
- National Urban League

## REFERENCES

MONIKA PIERCE

Head of Inclusion + Diversity  
WeightWatchers

[MONIKADPIERCE@GMAIL.COM](mailto:MONIKADPIERCE@GMAIL.COM)

646.339.1853

MADELYN CUNNINGHAM

Director Of Branded Content  
designsensory

[MCUNNINGHAM@DESIGNSENSORY.COM](mailto:MCUNNINGHAM@DESIGNSENSORY.COM)

803.640.2298

AISHA MOOTRY

Director of Sales  
Spotify

[AISHAM@SPOTIFY.COM](mailto:AISHAM@SPOTIFY.COM)

708.466.6368

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-Assisted Senior Vice President Director for internal needs regarding profit and loss management, budget updates, staffing/fee planning requests, talent management, and agency initiatives

**Media Program Manager • Monster Worldwide**

Jan 2012-Feb 2015

- Managed digital and social national and global media campaigns (Schneider Trucking, Bob's Discount Furniture, etc.) and process implementation
- Presented media campaigns and strategies to the client during kick-off calls and internally with Sales Representatives
- Conduct tests and analyze media reporting and optimize campaign performance as necessary
- Increased website traffic and qualified applicants applying to open positions by running and optimizing paid social and digital ads

**Advertising Sales Planner • TVOne**

Mar 2007-Jan 2012

*Promoted from Advertising Sales Coordinator*

- Partnered with Account Executives/Sales Directors of the entire Chicago and Los Angeles satellite offices to create scatter, broadcast upfront and calendar upfront media plans with linear advertising budgets up to \$2MM