

ASHLEY DAVIS

MARKETING AUTOMATION STRATEGIST

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SUMMARY

Results-driven Marketing Automation Strategist with 8+ years of experience specializing in digital marketing, marketing automation and strategic consulting. Experienced in driving consensus among stakeholders, developing innovative marketing strategies, and executing end-to-end campaigns.

PROFESSIONAL EXPERIENCE

MARKETING AUTOMATION PROGRAM MANAGER

IBM | Austin, TX | May 2023 - Present

- Knowledgeable of all capabilities of Marketing Automation with key focus on Marketo, as well as the planned product roadmaps and backlogs.
- Reduced email campaign production costs by 50%, while maintaining or improving key performance indicators by improving processes and allowing teams to launch in market 2x faster.
- Developed a new solution for collecting and managing new campaign request for Marketo, allowing teams to focus on revenue generating tasks and eliminate redundancies
- Established strong partnerships with demand, product, and marketing teams to align on key messaging and campaign objectives, resulting in improved lead conversion rates
- Create strong cross-team partnerships with the ability to communicate the technology, requirements, goals and milestones related
- Served as an internal consultant to stakeholders and cross-functional teams to identify constraints, dependencies, and coordination areas, to deliver new features and applications for Marketo at high quality

MARKETING CONSULTANT & OWNER

Grow With Ash | Austin, TX | January 2015 - Present

- Provide business and marketing services to new and aspiring businesses that aim to create and execute marketing strategies that turn strangers into repeat customers with ease.
- Helped client achieve over \$100K in revenue within second full year of business operation
- Collaborated closely with clients to understand their unique needs and challenges, delivering customized solutions that exceeded expectations.
- Utilized data-driven insights and market research to identify opportunities for business growth and optimization.
- Enhanced client satisfaction and loyalty through proactive communication, timely project delivery, and ongoing support.

DEMAND AUTOMATION STRATEGIST

IBM | Austin, TX | Sep 2021 - May 2023

- Collaborate cross-functionally to guide the strategy and building of integrated frameworks across the new Adobe platforms, lead various aspects of operational planning to scale digital programs, and drive marketing innovation.
- Developed and led an approval process for emails deployed through Marketo to ensure compliance and adherence to privacy standards to reduce business implications.
- Developed and led the first-of-its-kind email strategy for the email promotion of the IBM Sponsorship at the US Open leveraging the native integration between Salesforce and Marketo.
- Managed the global email strategy and promotion for the flagship event, Think Broadcast

CAMPAIGN MANAGER

IBM | Austin, TX | Aug 2020 - Sep 2021

- Design and deploy a best-in-class go to market campaign strategy, built on a smart digital ecosystem, to create and progress pipeline for IBM Cloud Integration/Application portfolio.
- Managed account-based marketing (ABM) initiatives end to end for the portfolios.
- Led email strategy and development for the over-arching business unit incorporating nurture, in-app messaging and outbound/proactive email tactics.
- Utilized data analytics and performance metrics to optimize campaign performance and drive continuous improvement initiatives.

MARKETING AUTOMATION SPECIALIST

IBM | Austin, TX | May 2018 - Aug 2020

- Applies marketing automation technology to campaign design and execution.
- Maintains an understanding of how marketing automation works and its use in evolving domains.
- Constant monitoring and troubleshooting as well as measuring campaign performance.
- Design and deliver end-to-end campaigns in market that apply automation best practices and adhere to corporate standards

MARKETING COORDINATOR

Big Sea | St. Petersburg, FL | May 2016 - March 2018

- Used continuous analysis and A/B testing to develop multi-channel marketing strategies including email marketing, content marketing and social media marketing.
- Increased a client's retainer by 50% to improve their strategy and better meet goals
- Maintain data integrations between marketing automation platform and other client platforms
- Managed a multi-channel segmentation strategy for a growing 11 location business
- Developed a lead scoring process to improve conversions for different industries
- Created and presented strategies based on client's budget, expectations and goals.
- Utilized marketing automation platforms to execute various marketing tactics such as email marketing, content marketing and social media
- Served as the liaison between clients, stakeholders, and agency departments

MARKETING INTERN

Deliver Media | Tampa, FL | May 2014 - Dec 2014

- Created and implemented social media calendars using an automation platform
- Researched and managed a database of leads to generate new clients
- Managed Google AdWords accounts

EDUCATION

Bachelors of Science – Marketing | The University of Tampa | Tampa, FL

Masters of Science – Integrated Marketing Communication | West Virginia University | Morgantown, WV

REFERENCES

Available upon request

PORTFOLIO

LinkedIn: <https://www.linkedin.com/in/ashleymullings/>

Portfolio: <https://www.growwithash.com/portfolio>

SKILLS

Marketing Strategy Campaign
Management Lifecycle Marketing
Marketing Automation
Marketing Operations
Email Marketing
Strategic Consulting
Customer Journey Mapping
Digital Marketing
Program Management