

# Andrea Ashley

Strategy + Brand + Leadership

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Passionate and results-driven marketing executive with 15+ years' experience. Skilled in developing and executing comprehensive marketing strategies, building brand identities, managing cross-functional teams, and leveraging data-driven insights to optimize campaigns. Strong leadership and communication abilities focused on collaboration and driving results — achieved an average Top 5 organic ranking, 400% increase in web traffic, and 38% increase in followers for 2 different companies.

## Marketing Leadership Experience

### Director of Marketing

*6 Degrees Health — Healthcare Cost Containment Solutions*

Oct 2021 – Jan 2023

- **Brand Strategy:** Raised online brand perception 50% with completion of comprehensive brand platform (structure, messaging, identity, guidelines) in 6 months.
- **Website ([6degreeshealth.com](http://6degreeshealth.com)):** Increased organic ranking 900% with new WordPress website and SEO strategy – completed in budget and within 7 months.
- **Social Media:** Increased followers 25%, visitors 635%, and post reactions 1,422% through targeted social media campaigns.
- **Demand Generation:** Generated 3k more leads to sales funnel through SEO, social media, and events.
- **Content Marketing:** Increased MQLs 435% with technical content for blog, website, and social media.
- **Financial Management:** Negotiated all vendor and media contracts, kept brand platform, website development and social media initiatives within budget, reduced annual costs 4% through resource and process improvement.

### Director of Marketing

*Cascade Sciences — Laboratory Equipment Manufacturer*

Apr 2019 – Apr 2021

- **Brand Strategy:** Built brand strategy to ensure brand consistency and promotion of company vision.
- **Website ([cascadesciences.com](http://cascadesciences.com)):** Converted website to ecommerce platform including CRM integration and inventory control (Utilizing WordPress, WooCommerce, NetSuite).
- **Social, Paid, Earned Media:** Built social media program for 3 subsidiaries in different markets. Utilized LinkedIn, Facebook, YouTube, Twitter, Google Ads, and earned media. Tracked and adjusted campaigns to ensure positive ROI in targeted industry.
- **SEO:** Worked with digital agency and internal team to build effective Google Ads and PPC campaigns, achieved Top 5 ranking for the company and individual products.
- **Demand Generation:** Converted website to ecommerce platform with online chat that drove an increase in sales requiring a full-time employee and achieved 5 star service rating.
- **Finance & Resource Management:** Reduced marketing expenses 10% through contract negotiations.

### Senior Manager of Marketing

*Genesis Financial Solutions — Financial Services*

Jan 2015 – Apr 2019

- **Brand Development:** Updated brand identity, managed promotions to build integrity, awareness, and strategically position company as the industry leader.

- **Website ([genesis-fs.com](http://genesis-fs.com)):** Led redesign of HubSpot website with content creation, lead generation, and targeted marketing campaigns. Increased organic search performance by 25% in less than 10 months.
- **Customer Insights:** Developed customer research strategy and defined customer mindsets, motivation, and aspirations that drove purchasing actions.
- **Advertising:** Established advertising strategy and sponsorships, negotiated the contracts, established metrics to monitor ROI performance. Increased online awareness by 130% YOY.
- **Demand Generation:** Managed demand generation through content marketing, advertising, sales enablement, and event strategy.
- **Financial Management:** Established comprehensive marketing budget and negotiated vendor contracts to ensure costs aligned with CFO expectations.

## Marketing Director

*Acumed — Medical Device Manufacturer*

Oct 2009 – Jul 2014

- **Strategic Planning:** Developed global marketing strategy and KPIs, including brand architecture, communications, PR, advertising, social media, SEM, training, and events.
- **Data Analytics:** Established KPIs to ensure positive ROI on all marketing programs. Using SAP and Google, tracked and reviewed performance data on a quarterly (and program) basis – adjusted activities as needed to achieve expected business outcomes and regularly reported results to Executive Leadership.
- **Leadership:** Provided executive leadership at global meetings and medical trainings.
- **Communications, Advertising, and PR:** Oversaw the production of all product and training collateral, advertising program, online resources, and promotional programs.
- **Financial Management:** Built and controlled multi-million dollar budget; managed budget within 3-4% of sales consistently for 4 years.
- **Employee Development:** Managed and developed up to 4 different marketing teams at a time.
- **Product Management:** Collaborated with engineering on integration of marketing into product development lifecycle. Oversaw product management team (15+ employees)
- **Brand Management:** Responsible for the complete development and implementation of Acumed’s brand platform to support the company’s mission, culture and sales objectives.
- **Customer Insights:** Managed market and customer research to implement market segmentation strategy. Evolved disparate systems into centralized CRM system to track customer interactions, buying cycle, and provide market segmentation opportunities.

## Technology Skills

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat)  
 Microsoft Office (Word, PowerPoint, Excel)  
 Pardot, Salesforce, NetSuite, HubSpot  
 WordPress, Google Analytics, Google Ads  
 Monday.com, Zoom, Constant Contact  
 Social Media: LinkedIn, Facebook, Instagram, YouTube, Twitter, Pinterest

## Education

Pacific Lutheran University  
 B.A. Business, Marketing  
 B.F.A. Graphic Design