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CONTACT INFORMATION

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ASHLEY WASHINGTON

Data-Driven Senior Marketing Leader

Marketing & Sales Operations | Business Development | Strategy & Management

Innovative Senior Leader with a proven track record of taking ideas from conception to execution. I excel in optimizing product and service outcomes, driving business growth through strategic marketing analysis. With a strong focus on results, I leverage technology and data to deliver improved year-over-year results for clients and stakeholders.

Founder & CEO of MatriArch – Formed a minority online community hub and app that helps women of color have a safe space, gain resources, and access to networking. Provides events, check-ins, chats, podcast, magazine, shop, and a platform to help elevate minority businesses.

Associate Director of Strategic Planning – Bio and oncology pharmaceutical marketing, launched multi-channel digital marketing strategies, led new digital access channels through social media chat. Determined applicable segment outcomes which led to increased data analysis.

Founder, CEO and CMO of Pinno Marketing – Launched Brand, Marketing and Sales Cycle of Pinno Marketing and clients in a variety of industries.

Experienced Marketing Strategy, Business Development – Assisted many businesses and helped them meet their revenue and brand awareness goals. Average 40% growth revenue and 70% average retention of new business.

Consistently meets goals and KPIs of businesses – App success from product development stage to launch. Assisted with brand recognition and journey insights to build cohort analysis and retention. Non-profit Branding and market analysis. Identify stages of segmentation and progression of clients throughout the program.

Strategy and Innovation are data-driven and optimized for successful outcomes – characterized as a visionary, strategist, and tactician assisting businesses in growth, improved operations, and profitability.

Influential and Accountability roles – Lead teams/departments of talented professionals. Have a “lead by example” approach to management and natural optimistic methods to building individual strengths and leaning into challenges for growth.

QUALIFICATIONS and EXPERTISE

- Account Management
- Advertising
- Brand Development
- Business Strategy
- CRM Database Management
- Data Analytics
- Digital Marketing
- Lead Generation
- Leadership and Training
- Management
- Marketing Communications
- Marketing Strategy
- Persona Creation
- Pharmaceutical Marketing
- (Bio & Oncology)
- Product Marketing
- Segmentation
- Search Engine Marketing (SEM)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Social Media Marketing
- Strategic Planning



Technical Skills

Adobe Analytics
Adobe Photoshop
Asana
B2B Negotiations
Branding
Business Development
Digital Marketing
Elementary Spanish
Certification (Duolingo)
Email Marketing
Executive Presentations
Google AdWords
Google Analytics
HubSpot
Marketing Analytics
Marketing
Communications
Marketing Development
Marketing Management
Market
Reporting/Research
Marketing Survey Creation
and Analysis
Microsoft Suite
Non-profit Marketing
SaaS
Salesforce
SEO and SEO Planning
Strategic Marketing
Tableau
Website Maintenance
(HTML5)

RESULTS:

EVERSANA Intouch, pushed through numerous projects and campaigns that led to an additional **20% digital-channel growth**

Pinno Marketing CEO, achieving success along with the small businesses yielding a **40% growth increase** on average and **70% retention** of new business.

Overcame daughter's cancer with the support of loving husband, Brandon Washington, and Duke Oncology Team.

Worked with Blue Cross Blue Shield of NC as a Marketing Strategic Advisor, which yielded some of the **highest dividends** in the company for the U65 (Under 65) segment in 2018

Operated Pinno Marketing with a team as Online Marketing Director for two years resulting in one of the highest years ever **doubling clientele**

Tool Source Warehouse, accomplished **38% growth** in Midwest region YoY

PROFESSIONAL EXPERIENCE

EVERSANA INTOUCH (Remote) Kansas City, MO
Associate Director of Strategic Planning 4/2022 – 9/2023

- **Client-Centric Strategy Development:** Collaborated closely with account and creative teams to accurately identify client needs, driving innovative solutions that significantly enhanced brand positioning and customer engagement.
- **Data-Driven Insights:** Leveraged advanced analytical skills to synthesize large data sets, uncovering key insights that informed strategic communication, forming KPIs and creative development. Which led to a 20% increased ROI for digital-channel growth
- **Comprehensive Brand Strategies:** Developed and executed comprehensive multichannel plans, including patient, caregiver, and HCP journeys, forming patient personas, and effectively enhancing brand presence across various touchpoints.
- **Expertise in Digital Channels:** Demonstrated deep understanding of digital marketing channels, including CRM, mobile, and social media, to drive impactful, data-driven marketing strategies.
- **Thought Leadership:** Established myself as a subject matter expert in pharma advertising, frequently leading workshops and presentations to both internal teams and clients, guiding them through data-driven marketing and emerging trends. Formulating tactical briefs that spanned the understanding of goals, ROI, and KPIs to execution.
- **Cross-Functional Collaboration:** Built strong relationships with cross-functional teams, ensuring strategic recommendations were enriched by diverse expert insights, leading to highly effective execution. (Consumer Experience, Content Strategy, Creative, Copy, UX, Dev, and other juries of experts to develop strategies that inspire fresh, original ideas rooted in audience insights and data.)
- **Strategic Problem-Solving:** Applied logical and data-first approaches to cut through ambiguity, consistently delivering clear, actionable strategies that resonated with clients and internal stakeholders.
- **Influence and Leadership:** Effectively led, influenced, and negotiated across different disciplines, fostering a collaborative environment that drove focused agendas and achieved desired outcomes.
- **Innovative Thinking:** Championed innovative approaches to planning and execution, ensuring creative solutions were not only strategically sound but also groundbreaking in the marketplace.
- **Workshop Facilitation:** Facilitated client-facing and internal workshops, brand planning, achieving significant milestones in client projects through effective moderation, and strategic guidance.
- **Project Management:** Successfully balanced multiple high-stakes projects, demonstrating exceptional organizational skills and the ability to deliver high-quality results under tight deadlines.

- **EVERSANA collaborative and professional initiatives:**
 - **AI Finalist - EVERSANA AI Challenge (2023):** Formulated an AI model build that allowed for instantaneous Tactical Brief Creation for the EVERSANA AI Challenge. Allowing Strategic Planning to be done in real-time with data collections of patient conditions, pharmaceutical client information, patient persona intel, and other data sets. In addition to data collection, the system was able to be tapped into each department for any additions starting with PM, feedback, analytics, etc.
 - **Led Chatbot Creation & Development:** Strategically planned, oversaw, and facilitated workshops for social media chatbot for pharmaceutical clients to better direct potential patients to the correct medical resources improving patient engagement and education.
 - **BPN VP - Black Professional Network Vice President:** Culturally provide support to our members and inspire them to succeed. How to overcome barriers and build a legacy through community, engagement and professional development.

Pinno Marketing

Chief Marketing Officer

Durham, NC

10/2020 – 3/2023

- **Leadership:** Guide the marketing firm through multiple industries, providing a strategic process allowing businesses/clients to flourish and producing ROI
- Provide the vision that allows our team to yield profit solutions to clients with innovative and well-designed outcomes
- Lead with a strong foothold on behavioral analysis, getting marketing and business solutions to our clients with a step-by-step guided process
- Provide goal-oriented leadership with guidance and resources that support innovative thinking and craft pioneers of marketing
- Support small and minority businesses through strategy, digital, social, and DIY guided opportunities that are sensitive to start-up budgets
- Identify and help further define market analysis opportunities, progress, and reports for small businesses
- Identify and create KPIs that assist clients to further understanding their goals and assessment

Leave of absence to care for daughter with cancer diagnosis

Cancer Mom & Speaker

Durham, NC

12/2018 – 11/2020

- Advocate for Pediatric Cancer Research - St. Jude Walk/Run, St. Baldrick's Foundation, St. Jude – Duke University's Tri Delta Sorority, St. Jude honorary family member St. Jude Walk/Run

Blue Cross NC

Marketing Strategic Advisor

Durham, NC

05/2017 – 12/2018

- Created Marketing Communication Plans for Individuals Under 65 (ACA), Small Groups and Ancillary Segments
- Executed segment goals and determined (KPIs) Key Performance Indicators for campaigns
- Determined channels that worked best for campaigns that affected goal response from the consumer market
- Worked with analytics teams to supply cohesive and relevant data that assisted in further innovation for future campaigns
- Blue Cross NC collaborative and professional initiatives:
 - **Consumer Survey Standards Board Member** – Partnered with CX (Consumer Experience) of Blue Cross NC to assist with internal and external survey oversight for a unified CX experience
 - **Affordable Health Care Commission Board for Individual Under 65 Segment Member** – From a consumer perspective, observe and help determine what is and/or could be understood by the North Carolina health insurance market about the changes/updates to ACA and health care options/products offered
 - **Young Professional Member** – Professional development, speeches, workshops, and empowerment
 - **AABN (African American Business Network)** – Culturally experience diversity and inclusion, professional networking, workshops, cultural business engagement and management
 - **Language Simplification Course** – assisted with transforming dense health care jargon to the NC consumer

Moore & Scarry Advertising - DyGen*Marketing Strategist***Fort Myers, FL****02/2016 – 12/2016**

- Manage client's digital portfolio presence utilizing Google, Bing, and CRM Databases for Tier 1 and Tier 2 Automotive Dealerships
- Create and manage campaigns to meet client's Goals and (KPIs) Key Performance Indicators
- Responsible for delivering optimal brand presence across SEM, SEO, Video and Social Media for search engines
- Manage all elements of paid search campaign management, budgets, tracking and pacing
- Apply strategic process to campaigns based on digital metric performance and goals of client
- Provide reporting and presentations to all accounts of performance and opportunities in market to Owners/Executives
- Determine future strategy for campaigns based on trends, current/previous elements in the market and upcoming events
- Review sales data to determine geo targeting/fencing for consumer base data-driven strategy
- Manage Account Specialist's optimization and creation of account structure to ensure it yields goal strategy performance (Identify any metric and/or optimization changes)

Pinno Marketing & Business Development*Online Marketing Director***Fort Myers, FL****01/2015 – 01/2016**

- Product Development, Product Merchandising, Business Development, Campaign and Brand Management
- Contract creation, review, and negotiation
- Manage and determine projections and product potential assessment in the market
- Manage teams of IT, Graphics, Sales, Video, social media, Office Management, and outsourced accounts
- Manage and assist sales, strategy, marketing, and business development, ensuring they work cohesively with the brand
- Create and implement marketing and conversion strategies
- B2B (Business to Business) marketing strategy and development proposals and implementation that lead to ROI
- Research & Development utilizing Google Analytics and other research management database systems
- Online Marketing Management, Google Analytics, Google AdWords, SEO
- Managed Social Media management that brought about views and increase brand awareness to a targeted audience
- Provide weekly Marketing & Social Media reports
- Created Influencer Programs and Referral program management (Email campaigns and incentive referrals)
- HubSpot CRM database management for marketing department integration
- SEO (Search Engine Optimization) management
- Apply distributed marketing budgets for clients within multiple marketing platforms and campaigns

Tool Source Warehouse*Senior Regional Account Manager***Tucker, GA****03/2013 – 12/2014**

- Managed new and existing wholesale accounts for Central territory (ND, SD, NE, OK, KS, TX, NM, and CO)
- Created Marketing Strategy plans for the territory, maintaining 38% annual growth
- Provided Marketing Analysis of Key Corporate Accounts through surveys and reports
- Market research of potential clients in the central region for future clientele
- Managed negotiations, pricing, and margins for accounts
- Took on team leadership opportunities with co-account managers to assist in meeting overall sales goals
- Product Knowledge Presentations for vendors, suppliers, and upper-level management
- Product promotions for the territory, including flyers and electronic promotions
- Report and present to the Executive Board of Corporate Accounts semi-annually
- Manage Corporate Rebate Programs, email campaigns, mailers, letters, promotional items, and vendor catalogs
- Manage outside and inside sales meetings for Central and West Coast territory

Quality Wall Beds & More*Marketing Coordinator***St. Petersburg, FL****01/2009 – 02/2013**

- Provided marketing management, online marketing solutions, concept development, and execution of print and media campaigns for trade shows, featured storage solutions, product specification sheets, pamphlets, etc.
- Annual Marketing Plan presented to CEO and Vice President
- Maintained website: updated illustrations of job completion, 3D drawings, social media outlets, sales, etc.
- Produced a bi-monthly emailing campaign to previous, current, and potential clients

- Designed and implemented plans to market trade show events, monthly incentives, and products
- Initiate media opportunities, including YouTube demonstrations and featured products, to meet storage needs
- Maintain CRM database for advertising, email campaigns, mailers, and gratitude notes utilizing Microsoft BCM
- Managed B2B wholesale opportunities to feature new products to customers
- Determined margin and price point from wholesaler to retailer using break-even analysis
- Generated sales traffic by applying a marketing agenda utilizing conversion rates and sales tracking
- Launched and managed marketing campaigns, input and managed customer data files using the Microsoft Business Contact Manager database, and reported traffic and conversion feedback
- Managed and reported marketing performance weekly via Google AdWords and Google Analytics, also utilizing social networking sites such as Facebook, Twitter, and Word Press blog

VOLUNTEER CONTRIBUTIONS

MatriArch Mom, LLC – Nationwide

Founder & CEO

Charlotte, NC

6/2023 – Current

- Help minority women and families have access to support and resources. Raise money for groceries, daycare expenses, and do our best to help a mother get a car on an annual basis.
- Help minority children gain access to tutoring and special education through “The School Yard” providing partnerships with educators nationwide.
- Collaborate with nurses and doctors to help minority patients gain knowledge about their health. (Workouts, Sexual Education for teenagers and help parents speak with their children through HER Health Nurse program, partnering with (AMY) Ask Me Your MD for quick access to doctors that have search criteria based upon needs so that minority patients feel seen and heard in the doctor’s office at their fingertips and with at an affordable price.
- Highlight minority businesses gain access to wealth through exposure with a limited budget on the MatriArch platform, magazine and app.

Nourish Up – Mecklenburg County

Deliverer

Charlotte, NC

6/2024 – Current

Help alleviate food insecurity and help our community thrive

Holiday Cheer – Wake County

Community Sponsor

Cary, NC

11/2021 – 6/2023

Help to sponsor children and seniors during the holiday season by providing Thanksgiving and Christmas meals or gifts. This program provides an opportunity for a personal relationship between the sponsor and their Holiday Cheer family.

St. Jude Children’s Research Hospital - ALSAC

Fundraising Volunteer & Honorary Family Member

Durham, NC

8/2018 – 6/2023

Volunteer with Ryan's Run team to raise awareness and funds every year in the Research Triangle. I ensure that all donors know how their contributions to St. Jude affect the community and our children's future. I also inform donors that all children are beneficiaries of St. Jude as they voluntarily share their research locally, nationally, and worldwide to save as many children as possible, including my daughter.

Food Bank of Central & Eastern NC

Health and Nutrition Volunteer

Durham, NC

3/2018 – 12/2019

Volunteer with others to pick, prep, cook, and/or package food for food-insecure families in North Carolina.

Open Hand Atlanta

Delivery Volunteer

Atlanta, GA

4/2013 – 12/2014

Volunteer to package, cook, or deliver food to alleviate poverty in the Atlanta area.