

ASHLEY DAVIS

MARKETING PROGRAM MANAGER

914.346.7324 · ashley.mullings93@gmail.com · Austin, TX · [LinkedIn.com/in/ashleymullings](https://www.linkedin.com/in/ashleymullings)

SUMMARY

I am a multifaceted Marketing Program Manager with 8+ years of experience specializing in marketing strategy, digital marketing and marketing automation. I have a proven ability to work in a fast-paced environment, the ability to collaborate across teams and departments in various geographical locations to execute tactics and a client-centric thinker with the ability to solve complex problems.

SKILLS

Marketing Strategy
Campaign Management
Lifecycle Marketing

Marketing Automation
Marketing Operations
Email Marketing

Customer Journey Mapping
Digital Marketing
Program Management

Demand Generation
Lead Management
Process Optimization

PROFESSIONAL EXPERIENCE

DEMAND AUTOMATION PROGRAM MANAGER

IBM | Austin, TX | May 2023 - Present

Constantly asking "how do we get teams to effectively and efficiently utilize email within Marketo and it's integrated platforms while strengthening the Experience Engine with the power of Demand Automation?"

The Program Manager identifies, pilots and scales innovative ways to drive strategic demand within different segments of the existing or potential partner base

Be knowledgeable of all capabilities of Demand Automation with key focus on email , as well as the planned product roadmaps and backlogs.

Create strong cross-team partnerships and be able to communicate the technology, requirements, goals and milestones related to email of the Marketo team cross-functionally

Work with the team to develop end-to-end email project plans, influence teams to deliver against them, and keep the org and leadership informed on progress

Engage with cross-functional teams to identify constraints, dependencies, and coordination areas, to deliver new features and applications for email at high quality

MARKETING CONSULTANT

Grow With Ash | Austin, TX | Jan 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.

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. Led the development of the global process for executing and managing outbound and event email programs in Marketo. Served as a liaison to assist teams with leveraging the full potential of Marketo. Led the review and 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. 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. Also managed account-based marketing (ABM) initiatives end to end for the portfolios. Led email strategy and development for the overarching business unit incorporating nurture, in-app messaging and outbound/proactive email tactics.

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 including:

- Audience selection
- Digital response routing to seller and agencies
- Schedule or send campaign communications, both internally and externally Adjustment, optimization and testing of campaigns

MARKETING COORDINATOR

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

- Used key performance indicator reports 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
- Performed regular assessments of websites to optimize pages and improve the end user's experience
- Managed a multi-channel segmentation strategy for a growing 11 location business
- Creating and delivering weekly, monthly and quarterly reports
- Utilized marketing automation platforms to execute various marketing tactics Served as the liaison between clients 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

PROFESSIONAL SKILLS

Process Optimization
Team Collaboration
Strategic Planning

Project Management
Time Management
Attention to Detail

Positive Attitude
Team Player
Multi-Task Skills

Writing, Communication,
and Presentation Skills

REFERENCES

Available upon request

PORTFOLIO

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

Portfolio: [Coming Soon](#)