



C / A

# COURTNEY ASH

MARKETING GURU

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## Why Me

I'm an advertising/marketing director who led, developed and executed the positioning, strategic and tactical execution of marketing plans for both B2C (multi-million dollar companies) and smaller B2B businesses for 15+ years. A strategic and conceptual out-of-the-box thinker who approached every client's marketing objectives, brand development/awareness and bottom line sales objectives with a 360 vision. I have an outstanding track record for optimizing the performance of business units, services and products, brand awareness and sales.

## Education

### ● Certification // DIGITAL MARKETING (GPA - 3.83)

UC Berkeley  
 3/2021 - 5/2021  
 Berkeley, CA

### ● M.S. // TRADITIONAL CHINESE MEDICINE

Colorado School of Traditional Chinese Medicine  
 2012-2015  
 Denver, CO

### ● M.A. // CLINICAL PSYCHOLOGY

Antioch University  
 1995 - 1997  
 Marina del Rey, CA

### ● B.A. // PSYCHOLOGY

Loyola Marymount University  
 1985 - 1989  
 Los Angeles, CA

## Interests



READING



MUSIC



MOVIES



TRAVEL



ROCK CLIMBING



ARCHERY



RUNNING

## Experience

### 3/21 - 6/21 ● Student / UC Berkeley - Digital Marketing (50+ hours/week)

Berkeley, CA

- Developed digital marketing strategies that met both short- and long-term business goals.
- Created, launched and optimized search, social, display and retargeting advertising campaigns.
- Built highly targeted audiences using demographics, psychographics and affinity audiences.
- Identified brand position and growth opportunities by performing thorough keyword and competitive research.
- Optimized content and landing page experiences to improve customer engagement and conversion rates.
- Analyzed and reported on effectiveness of campaigns and creative against objectives and metrics.
- Effectively managed and shared customer data and touchpoints via CRM systems and databases.
- Designed and implemented automated workflows to drive campaign efficiency.

### 2017 - Present ● Licensed Acupuncturist / Private Practice

Denver, CO

- Evaluate and treat patients who have a wide range of conditions using manual manipulation, acupuncture needling, Chinese herbs, gua sha, moxibustion, blood-letting, cupping, etc.

### 2011 - 2012 ● Brand Marketing Director / Village Inn Restaurants

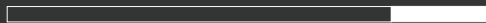
Denver, CO

- Surpassed Village Inn's Q3 projections, within the first month as Brand Marketing Director, by flying :15 radio mentions on the day of their Wednesday FREE pie with every entree special.
- Increased Village Inn's Thanksgiving 2011 Pie Sales 10.5%.
- Averaged a redemption rate of 6% on Village Inn's remodel direct mail.
- Implemented Village Inn's October Pie Sale event increasing pie sales 256% in the Salt Lake City market and 152% in all other markets.
- Managed brand equity dimensions such as loyalty, image and awareness ensuring identity remained consistent throughout all media and creative efforts.
- Directed the development, production and execution of bi-annual menu roll-out that included: television and radio commercials, print, digital and email programs, POS and merchandising material.
- Collaborated with Village Inn's Culinary, R&D, Operations and Purchasing departments on the development and launch of new food, beverage and pie features.
- Responsible for reviewing, editing and proofreading all marketing and advertising material ensuring it's accuracy as it pertains to: spelling, grammar, content, brand consistency, etc.

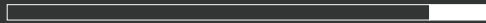
# SKILLS

## Marketing/Account Management

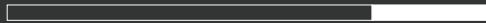
### Strategic Planning & Positioning



### Brand Strategy & Marketing



### Competitive Analysis & Research



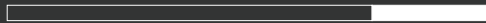
### Campaign Management



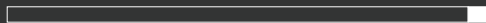
### Team Leadership



### Budget Management



### Proofreading



## Digital Marketing

### Paid Search Advertising



### Display Advertising



### Paid Social Media Advertising



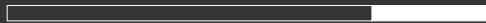
### Marketing Metrics



### SEO



### Content Strategy, Writing & Marketing



### Website Design, Analytics & Optimization

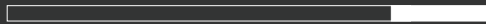


## Traditional Marketing

### Media Planning & Purchasing



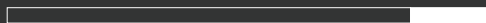
### Creative Direction & Production



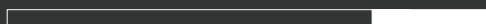
### Print Media



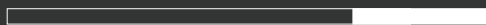
### Broadcast Media



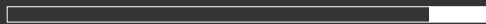
### Out-Of-Home Media



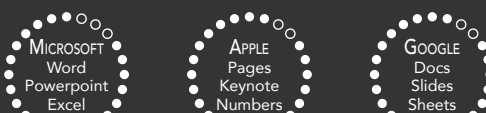
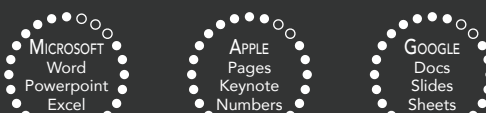
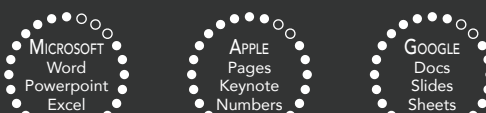
### Direct Mail



### In-store Media



## Software & Platform Skills



## Experience (continued)

### 2008 - 2010 ● Advertising and Marketing Consultant

📍 Dallas, TX

- Developed and executed direct mail campaigns, website content, POS and merchandising collateral.
- Created and executed marketing programs and support materials to capitalize on market trends and growth opportunities.
- Planned and implemented client marketing strategies.

### 2006 - 2007 ● Account Supervisor / DRGM Advertising

📍 Reno, NV

- Oversaw the creative, media and production efforts for Grand Sierra Resort and Casino and The Summit at Grand Sierra, ensuring they were consistent with the client's advertising and marketing objectives.
- Responsible for writing internal documents such as creative briefs, client recommendations, marketing and media calendars and presenting them to clients.
- Developed, presented and executed out-of-the-box promotional programs to increase clients' bottom line.
- Created, tracked and evaluated pre and post measurements to identify marketing performance and effectiveness of initiatives, offers and promotional programs.

### 2005 - 2006 ● Account Director / Estipona Vialpando Partners

📍 Reno, NV

- Provided leadership and guidance to team members, working collaboratively to drive programs that met client business objectives.
- Led the new business team in pitching and successfully acquiring Creekside Entertainment and Trammell Crow Residential ("The Village at Victorian Square" – a mixed-use development).
- Oversaw the advertising and marketing efforts of agency clients including: Creekside Entertainment Center, Trammell Crow Residential, Washoe Medical Center, National Council of Juvenile and Family Court Judges.

### 1999 - 2002 ● Account Supervisor / Italia/Gal Advertising

📍 L.A., CA

- Increased Westfield's brand awareness 48.5% (in select markets).
- Increased Dunn-Edwards' average annual sales 23%.
- Generated the highest number of qualified leads experienced by Fasturn since their entry into the market.
- Managed annual marketing budgets up to \$10 million ensuring all projects were on budget, on time and on strategy.
- Led new business team in crafting the strategic positioning of, writing the presentation for and acting as a key participant in presenting new business pitches, successfully acquiring Fasturn.com, Dunn-Edwards and El Torito.
- Directed the development, production and execution of annual marketing calendars, television and radio commercials, print, billboard, transit, direct mail, product displays, POS, merchandising collateral, promotional, sales and tradeshow material and displays.
- Responsible for establishing the strategic direction and tactical execution of national and international advertising campaigns.
- Directed the ideation, creation and production of Dunn-Edwards' new "White Color System" in-store display and "do-it-yourself" marketing material to increase retail sales.

## Licensing | Certification

● #ACU2350 // LICENSED ACUPUNCTURIST

📍 State of Colorado

🕒 2017 - Present

● #164015 // DIPLOMAT OF ACUPUNCTURE

📍 State of Colorado

🕒 2017 - Present