

# Ashley Faus

(214) 535-9902

[Ashley.Faus@live.com](mailto:Ashley.Faus@live.com)

[ConsciouslyCorporate.com](http://ConsciouslyCorporate.com)

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**Summary:** Versatile, results-oriented Marketing professional with experience in communication, research and analysis, project management, and public speaking to business professionals.

## Marketing Experience

- *Killick Aerospace (Prime Turbines, CT Aerospace, Kansas Aviation) – July 2010-Present*
  - Increased potential ad viewership by 15% after utilizing data from Referral Lead Source survey, co-created and managed print advertising budget of over \$100,000
  - Increased website traffic by 35% and increased time on site by 40% for Prime Turbines due to website overhaul, maintain pictures and copy on the site
  - Managed 3rd party website developer, graphic designers and promotional company representatives
  - Requirements gathering, documentation, testing and demo for Customer Relationship Management system, worked with IT team to customize open-source system for our organization
  - Designed, edited, and brought to print marketing collateral, including folders, brochures, and engine reference guides
  - Managed design and delivery of 2 trade show booth graphics
  - Coordinated all aspects of exhibiting at industry trade shows, including attendees, shipping, media and marketing, promotional items, and budget of \$30,000
  - Created and implemented promotional email coupon campaign via ConstantContact
  - Coordinated professional photo shoots, took in-house photos, and edited photos
  - Trained sales team and management on successful LinkedIn strategy
  - Drafted, edited, and distributed press releases
- *Solar Designs, Inc – July 2008-May 2009*
  - Account manager for the company's largest project, a commercial solar installation, worth \$150,000
  - Improved profit margin by 5% through bulk-price negotiations with supplier
  - Grew affiliate partnerships from 2 to over 50 within 8 months, used direct Marketing to offer qualified leads and guaranteed revenue to new partners
  - Increased revenue opportunity by creating a training package for installers
  - Strategic analysis of customer and installer needs, led to over-hauling information-gathering form and presentation of final customer proposal
  - Wrote proposals with details about solar system design, environmental impact, and financial implications including up-front costs, rebates, ROI, and payback
- *Virion Interactive Agency – Fall 2007*
  - Competitive analysis and post-project analysis utilizing SWOT, segmentation analysis, and elements of the Marketing mix
  - Organized work order processing through cross-functional communication with the creative team, web developers, application developers, and Senior Account Managers

## Project Management Experience – Independent Consultant

- *UserTesting.com* – Launched Twitter campaign that now has over 2,400 followers and yielded numerous mentions within the first week, blog campaign yielding 2 articles and recommendations within one month, implemented strategic partnership to grow tester database, usability testing
- *OpenTech Media* – Research, layout, and copy for corporate brochure and corporate website to reflect a more cohesive message promoting web-based social platforms for business

## Presentation and Public Speaking Experience

- *Featured Speaker – Fall 2009*
  - C.I.R.E. Luncheon and Tuesday Forum – “Overview of Social Media” Presentation, including statistics and reach, best practices, and strategies for implementing a social media program in business
- *Qdabra Software, SharePoint Conference – Spring 2008*
  - Development of marketing materials for product and direct marketing of software consulting, booth exhibitor, follow-up with leads from conference and website traffic via phone and email

## Employment

<i>Marketing Coordinator</i>	Killick Aerospace	Carrollton, TX	July 2010-Present
<i>Shift Supervisor</i>	Starbucks, Inc.	Mountain View, CA	Sept. 2009-March 2010
<i>Independent Consultant</i>	UserTesting/OpenTech	Mountain View, CA	June 2009-Nov. 2009
<i>Marketing Manager</i>	Solar Designs, Inc.	Mountain View, CA	July 2008-May 2009
<i>Account Mgmt. Intern</i>	Virion Interactive Agency	Dallas, TX	Aug. 2007-Dec. 2007
<i>Leasing Agent</i>	Emery Bay Apartments	Lewisville, TX	Nov. 2005-Oct. 2006

## Education and Honors

University of Texas at Dallas, Richardson, TX

**Master’s of Business Administration**

Graduation Date: May 2013 (Expected)

University of North Texas, Denton, TX

**BBA - Marketing, Cum Laude Honors**

GPA: 3.82

Graduation Date: May 2008

## Activities

- Owner and writer for [ConsciouslyCorporate.com](http://ConsciouslyCorporate.com), a professional blog
- Shows and Choral Activities: Yeomen of the Guard, Cinderella, Kismet, Women’s Chorus
- Study Abroad program in Barcelona, Spain