

Ashley Faus

[Intro Video](#)

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ConsciouslyCorporate.com

Summary: Forbes and Daily Muse contributor, Customer Relationship Management design and implementation (CRM system), website maintenance and content manager (CMS), media planning and advertising campaign design and management, trade show management, vendor relationship management and channel marketing, brand manager and awareness, social media, project management, public speaking and presentations

Marketing Experience

Marketing Coordinator - Killick Aerospace (and subsidiaries) - 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

Marketing Manager - 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

Account Management Intern - 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 - June 2009 - Sept. 2009* - 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 - Oct. 2009 - Nov. 2009* - 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

Education and Honors

University of Texas at Dallas, Richardson, TX
Masters of Business Administration Graduation Date: May 2013 (Expected)

University of North Texas, Denton, TX GPA: 3.82
BBA - Marketing, Cum Laude Honors Graduation Date: May 2008

Activities

- [Forbes](#) and [The Daily Muse](#) contributor, owner and writer for [ConsciouslyCorporate.com](#)
- Shows and Choral Activities: A Christmas Carol, Kismet, Women’s Chorus
- Study Abroad program in Barcelona, Spain