

Ashley Faus

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ConsciouslyCorporate.com

Relevant Work Experience

Marketing Coordinator

July 2010-Present

Killick Aerospace, Carrollton, TX

- Co-created and managed print advertising budget of over \$100,000
- Increased potential ad viewership by 15% after utilizing data from Referral Lead Source survey
- Lead redesign of Prime Turbines website, resulting in increased website traffic by 35% and increased time on site by 40%
- Managed 3rd party website developer, graphic designers and promotional company representatives
- Researched, documented and tested a demo for a Customer Relationship Management system, and 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

Marketing Manager

July 2008-May 2009

Solar Designs, Inc, Mountain View, CA.

- Managed the account of 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
- Increased revenue opportunity by creating a training package for installers
- Provided strategic analysis of customer and installer needs, leading to more efficient processes
- Wrote proposals with details about solar system design, environmental impact, and financial implications including up-front costs, rebates, ROI, and payback

Account Management Intern

Fall 2007

Virion Interactive Agency, Dallas, TX

- Conducted competitive analysis and post-project analysis utilizing SWOT, segmentation analysis, and elements of the marketing mix
- Facilitated 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 - Sept. 2009

- Launched a Twitter campaign that has over 2,400 followers and yielded numerous mentions within the first week, and a blog campaign yielding 2 articles and recommendations within one month

OpenTech Media

Oct. - Nov. 2009

- Researched, designed and wrote copy for a corporate brochure and 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

Education and Honors

Masters of Business Administration

May 2013 (Expected)

University of Texas at Dallas, Richardson, TX

BBA - Marketing, Cum Laude Honors

May 2008

University of North Texas, Denton, TX

GPA: 3.82

Professional Accomplishments

- Contributor to Forbes and The Daily Muse
- Owner and writer of ConsciouslyCorporate.com
- Study Abroad program in Barcelona, Spain