

# ADELINE ASHLEY



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## EDUCATION

University of Illinois  
MBA Digital Marketing and  
Entrepreneurship  
2018

University of Illinois  
Digital Marketing Certificate  
2016

University of Southern California  
Graduate Certificate in Advanced  
Advertising  
1989

University Of California Los Angeles  
B.A. Sociology  
1988

## EXPERIENCE

### SENIOR DIGITAL CONTENT STRATEGIST

**Tek Systems – Anthem Inc**  
December 2018 – Present

*Thought leadership in delivering quality content to improve customer satisfaction and increase engagement.*

- Lead Content Strategist for optimizing anthem.com public customer experience and migrating content from legacy site to a new platform. Analyzing data and user research to make recommendations for navigation and content changes to improve customer satisfaction scores. Managing the content lifecycles from reviewing, retiring, tagging and creating an editorial calendar.
- Provide content trends and insights to develop new content for the web as well as consider consistency and integration with mobile apps, AI, chatbots and other digital platforms.

### SENIOR DIGITAL MANAGER Southern California Edison (SCE)

February 2016 – December 2018

*Results-oriented professional with proven experience in planning and executing large-scale, multi-channel marketing campaigns by leveraging analytics and customer data.*

- Manage and execute digital marketing, brand strategy and content strategy using data analysis, brand insights research and best practices for [sce.com](http://sce.com) resulting in improved customer experience across multiple devices and channels.
- Supervise creative development, production, and execution of B2C and B2B communications including email, print, digital, social media and website content.
- Develop business cases, project charter, business requirement documents, test scenarios, user acceptance testing, roadmaps, prioritization of initiatives, weekly team status meetings, and updates to key business partners.
- Provide functional leadership and transition strategy to guide the outsourced Digital Managed Services team with the content management system migration of sce.com.
- Lead cross-functional team, in process improvement to create a customized project tracker tool that unifies the intake process and oversight of projects as well as promotes collaboration across company organizational units. This was quickly adopted with over 500 users within 4 months.

### SENIOR CONTENT STRATEGIST Southern California Edison (SCE)

July 2011 – January 2016

*Bringing together a creative content marketing mindset and strategic thinking to deliver high-end, branded content experience with real results under tight schedules and budgets. Utilizing a metrics-driven approach to manage the channel and provide analytics and actionable reporting to inform content strategy and optimization.*

- Developed and introduced a mobile-first strategy, future-state content management system, brand management, governance, and editorial calendar.
- Directed and organized content strategy for re-design of sce.com to repackage content and reduce page count from 2000 to 400 pages and saved the company over \$1M in operational efficiency.

# ADELINE ASHLEY

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## SUMMARY OF QUALIFICATIONS

### Client Management

Develop and lead projects from start to finish with attention to detail

### Creative Thinker

Technically savvy, creative storyteller, passionate, and resourceful

### Organized & Flexible

Master of managing multiple projects and adaptable to changes

### Polished Professional

Teacher, mentor and experienced presenter

## SKILLS

### Creative

Branding

Product Design

Graphic Design

Communications

Writing and Blogging

Infographics

Data Visualization

Email Design

Web Content Accessibility Guidelines

UI/UX Design

Adobe Creative Suite

### Marketing & Sales

Marketing Strategy

Content Strategy

Digital Marketing

Email Marketing

Event Marketing

SEO/SEM

Product Development

### Business

Project and Client Management

Team Leadership and Mentoring

Customer Experience Processes and

Methodologies

Analytical and Strategic Thinker

Influential Communicator

Budgeting & Resources

Google & Adobe Analytics

- Led style guide and brand guidelines for SCE brand refresh.
- Partnered with cross-discipline teams UX, IT, SEO, CMS, and front-end development, to ensure that content strategy and web accessibility was applied.
- Supervised and directed agencies in content strategy activities: content inventories and audits, competitive assessment, gap analyses, content framework, conceptual architecture stakeholder interviews to find opportunities to evolve navigation, improve content, and increase customer self-service.
- Managed staff of 8 and \$1M budget to balance workload, resources and ensure coordination with marketing and corporate communications efforts.

## MARKETING & SALES DIRECTOR

### So'fella Gourmet Natural Foods

January 2009 - June 2011

*Drove strategy and product development to increase brand awareness of So'fella products and increase online and offline sales.*

- Planned, organized and set up sales and trade show meetings resulting in opening new distribution channels into grocery markets, health food stores, specialty stores, export markets and retailers such as Amazon.com, Fresh & Easy Markets and Gelson's.
- Initiated social media presence in Facebook & Twitter to increase brand awareness resulting in increased traffic to web store.
- Led food packaging design and marketing materials from art direction, food styling and printing to establish a consistent branded look and feel.

## WEB PUBLISHER & BLOGGER

### Clever Parties Inc.

January 2009 - June 2011

*Launched an award-winning website, [cleverparties.com](http://cleverparties.com) that allows party planners to find great products from over 50 trusted partners such as Target.com, [surlatable.com](http://surlatable.com), [itunes.com](http://itunes.com) and [1800flowers.com](http://1800flowers.com).*

- Developed and designed new social shopping website that successfully monetizes social networking by focusing on an active niche market.
- Integrated a dynamic search engine with social networking features as well as a suite of organizational tools to help moms, brides and party hosts be better party planners while saving time and money.
- Established affiliate relationships with top networks Linkshare, CJ and Google Affiliate Networks.
- Featured food & wine contributor for Yahoo Associated Content and expert food and lifestyle blogger for [blogcritics.org](http://blogcritics.org).

## CEO

### Adeline's Gift Expressions

April 1999 – January 2009

*Successfully helped clients reach sales and marketing goals as well as launched new products through unique custom branded gifts.*

- Sourced, negotiated and purchased gift containers overseas for specialty foods and gift companies for both branded and private label projects.
- Repeat seasonal business resulted in 95% customer retention year over year.
- Grew business 1000% in 10 years; expanded staff and warehouse  
*Key Clients:* Warner Bros., Technicolor, State Farm, Muscular Dystrophy Association, Boeing, Appleone, KPMG, Ritz- Carlton Hotels, GM Chevrolet, Univision, American Heart Association, Oprah, Ellen Degeneres, Brooke Shields

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