

ADELINE ASHLEY

Senior Content Strategist and Content Marketing Leader

CONTACT

adeline@adelines.com

626-422-2040

SKILLS

Business

Project Management
Team Leadership
Operations & QC
Strategic Thinker
Influential Communicator
Problem Solver
Budgeting & Resources
Public Speaking

Marketing & Sales

Marketing Strategy
Digital Marketing
Email Marketing
Event Marketing
SEO/SEM
Product Development
New Product Launch
Sale & Distribution

Creative

Branding
Product Design
Graphic Design
Copywriting
Blogging
Content Creation
Infographics
Data Visualization
Email Design
UI/UX Design

ABOUT ME

I'm an award winning, highly creative and results driven marketing professional with over 20 years experience in digital content, gourmet foods and gifts industries. I'm passionate about helping clients through smart marketing efforts that create awareness, build brand image and improve customer experience. I enjoy leading highly productive teams, managing multiple projects and coming up with winning innovative solutions.

EXPERIENCE

Senior Content Strategist | Southern California Edison December 2014 - Present

- Manage and execute digital marketing and content strategies using data analysis and best practices for sce.com.
- Lead content strategy to produce best-in-class content and customer experience across multiple devices and contribute to the digital roadmap.
- Supervise agency in discovery activities: content inventories and audits, competitive assessment, gap analyses, stakeholder interviews. Conducted 3 card sorting exercises that revealed opportunities to evolve navigation and improve customer satisfaction.
- Develop and introduce mobile first strategy, future-state content recommendations, content classification schemas, and launch content matrix and editorial calendar. Content recommendations have led to large site section page reductions and/or rewrite that reduce maintenance and translation costs.
- Partner with UX, IT, SEO, CMS, front-end development, and other teams to ensure that content strategy is applied.
- Formulate plans, tools, and processes for developing, reusing, and updating content. Additionally, initiated and launched the new One-Intake form and process to help integrate efforts between the CX departments
- Create editorial standards, define content governance, and collaborate on content models.
- Evangelize Content Strategy practice and processes to stakeholders and partners.
- Manage and produce extensive Web Style Guide chapter that captures detailed requirements for producing web content.

Executive Web Producer and Manager | Southern California Edison July 2011 - Dec. 2014

- Skillfully managed, directed and organized content strategy for re-design of sce.com to repackage content and reduce page count from 2000 to 400 pages. As a result, won QUE award for Customer Satisfaction and saved company over \$1M in operational efficiency.
- Interfaced with Subject Matter Experts, Corporate Communications and Marketing departments to have coordinated messaging and maintain consistency of new voice & tone and look & feel of the website
- Optimized and evolved sce.com to address key performance and site issues. Identified key trends via site performance metrics and A/B testing. Led team to develop and implement site wide user interface and experience enhancements that drove 277% increase in customer satisfaction, and an annual cost savings of over \$230K through online conversions. Won second QUE award for Customer Satisfaction.
- Created video presentation and Key Speaker for Web Content Accessibility Guidelines at the launch of new company-wide One Voice initiative
- Supervised in house photo shoots to reduce costs of purchasing stock photography and allowing greater flexibility and higher selection of SCE owned photography for online and offline use resulting in savings of thousands of dollars.
- Initiated efforts to coordinate and establish a new style guide for agencies and third

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SKILLS

Analysis

Market Research
A/B Testing
Web Analytics

Optimization

Process Improvement
Web Conversion
SEO

Software

Adobe Creative Suite
Mailchimp
IBM Web CMS
Google Analytics
Wordpress

EDUCATION

University Of California Los Angeles B.A. Sociology 1988

University Of Southern California Post Graduate Certificate in Advanced Advertising 1989

parties use to preserve brand look and feel. Actively participated and contributed to the style guide council.

Marketing & Sales Director | Sof'ella Gourmet Natural Foods January 2009 - June 2011

- Analyzed consumer data and trends to make recommendations for store product placement and new product line extensions.
- 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.
- Established new distributor relationships with Nature's Best, KeHe and Unified Grocers to bring products to natural foods and specialty markets
- Managed, directed and organized distributor sales teams for product placement and in-store promotions.
- Designed, created, and launched new consumer e-commerce web site resulting in tripling online consumer subscriptions and web sales.
- Developed and executed online marketing strategy including SEO and SEM tactics, e-mail campaigns and newsletters to increase traffic and customer acquisition producing 50% increase in online revenue.
- Initiated social media presence in Facebook & Twitter to increase brand awareness resulting in increased traffic to web store.
- Wrote press releases and promotional materials that produced write ups in trade publications and positive product reviews featured on blogs.
- 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. September 2007- December 2013

- Launched an award winning website, cleverparties.com that allows party planners to find great products from over 50 trusted partners such as Target.com, surlatable.com, itunes.com and 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.
- Spearheaded overall visionary efforts for the strategic and creative components of the website.
- Established affiliate relationships with top networks Linkshare, CJ and Google Affiliate Networks.
- Created viral marketing and promotional campaigns including blog, newsletter and e-mail that resulted in accelerated traffic growth.
- Featured food & wine contributor for Yahoo Associated Content and expert food and lifestyle blogger for 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
- Developed and implemented operational standards, supervised large production teams and ensured product quality and timely delivery of over 150,000 gift baskets and products

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AWARDS

CHARTWELL 2015

WCAG 2014

QUE 2014

QUE 2013

LINKSHARE 2008

in 4 months.

- Planned and organized client's special events, corporate sales meetings and fundraisers
- 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, Four Seasons Hotels, Ritz- Carlton Hotels, Oakwood, GM Chevrolet, Univision, American Heart Association, Great American, Wholefoods, Bristol Farms, Harry & David's, Vendome Liquors, Oprah, Ellen Degeneres, Brooke Shields**

CEO, Adeline's Gourmet Foods, Inc. | Oct 1993 – April 1999

- Formulated shelf stable recipes, sourced natural and organic ingredients, interfaced with co-packers and supervised R&D lab testing and nutritional label to meet store standards
- Researched packaging for optimal shelf life and designed bold eye-catching package labels
- Managed brokers and distributors, and planned marketing efforts to sell to high end retail stores, gourmet food shops, and catalog companies
- Introduced product and increased sales through trade shows, cooking events, media write ups and TV guest appearances

Line of Products: **Fruit Salsas, Asian Fusion Vinegars, Vegetable Chips, Wine Infused Cooking Sauces and Chocolates**

Key Accounts: **Wholefoods, Bristol Farms, Neiman Marcus, Harry & David's, Macy's, Nature's Best, Ferrari Carano Vineyard**