

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 creative ground breaking ideas that build brand image, improve customer experience and lead to high conversion.

If content is King, then I'm Queen of making content the best experience for the right audience on any device at any time.

EDUCATION

University of Illinois
Digital Marketing Certificate
2016

University Of Southern California
Post Graduate Certificate in
Advanced Advertising 1989

University Of California Los Angeles
B.A. Sociology 1988

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Adeline Ashley

Digital Content Marketer | Food Entrepreneur

SUMMARY OF QUALIFICATIONS

Online and Offline Experience: Create winning demand generation and branding initiatives that build and nurture key prospects and customer relationships for the long term.

Self Taught Marketer: Always learning and about the latest marketing news and trends.

Over Achiever: Enjoy leading highly productive teams, managing multiple projects and coming up with winning innovative solutions.

PROFESSIONAL EXPERIENCE

Senior Content Strategist | Southern California Edison
December 2014 - Present

Bring data and creativity together to work in tandem, and deliver high-end, branded content experience with real results.

- 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, saving the company \$800K.
- Manage and execute digital marketing and content strategies using data analysis and best practices for sce.com resulting in improved customer experience across multiple devices and increasing JD Power Customer Satisfaction score.
- Supervise agency in content strategy activities: content inventories and audits, competitive assessment, gap analyses, stakeholder interviews to find opportunities to evolve navigation and improve content.

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

Led with a creative marketing mindset and strategic thinking as well as worked on tight deadlines, prioritizing many projects and interpreting analytics. Utilized a metrics-driven approach to manage the channel and provided analytics and actionable reporting to inform strategy and optimization.

- 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 company award for Customer Satisfaction and saved company over \$1M in operational efficiency.
- Collaborated with internal and external 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 company award for Customer Satisfaction.
- Directed and organized 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.

SKILLS

Creative

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

Business

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

Marketing & Sales

Marketing Strategy
Digital Marketing
Direct Response
Branding
Email Marketing
Event Marketing
SEO/SEM
e-Commerce
Product Development
New Product Launch
Sale & Distribution
Lead Generation

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PROFESSIONAL EXPERIENCE

Marketing & Sales Director | Sof'ella Gourmet Natural Foods

January 2009 - June 2011

Drove strategy and product development to increase brand awareness of Sof'ella 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.

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.
- 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

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

CEO | Adeline's Gourmet Foods, Inc.

October 1993 – April 1999

Created and sold gourmet product 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.

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

