

ADELINE ASHLEY

SENIOR MANAGER CONTENT & COMMUNICATIONS



ADELINE@ADELINES.COM



626-422-2040



WWW.LINKEDIN.COM/IN/ADELINEASHLEY/

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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 CONTENT STRATEGIST & WEB MANAGER

Southern California Edison (SCE)

July 2011 - Present

Bringing together 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 mobile first strategy, future-state content management system, content governance, 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.
- 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 SCE's Quality Underlies Excellence (QUE) award for Customer Satisfaction and saved company over \$1M in operational efficiency.
- 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.
- Managed and executed digital marketing and content strategy using data analysis and best practices for sce.com resulting in improved customer experience across multiple devices and increasing JD Power Customer Satisfaction score.
- Partnered with cross-discipline teams UX, IT, SEO, CMS, and front-end development, to ensure that content strategy is applied.
- Supervised 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 and guided internal content creators to balance workload, resources and ensure coordination with marketing and corporate communications efforts
- Directed and produced extensive Web Style Guide and Web Accessibility Style Guide and training videos that detail requirements for producing web content.

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.

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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

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

WEB PUBLISHER & BLOGGER

Clever Parties Inc.

January 2009 - June 2011

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

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