



Ashley D Ray

Marketing | Design | Strategy
Storytelling | Content Creation

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ashleydray.com

Skills

What I Do



What I Use



References

Chuck Lech

Branch Manager Dilbeck Real Estate
805 - 551 - 1162
[LinkedIn](#)

Verena Stoker

Director of Marketing, Finch
+49 171 7487873
[LinkedIn](#)

Hi! I'm Ashley Ray, a writer, designer, and marketing specialist from Southern California. I have over 10 years experience solving complex problems, managing creative teams & creating impactful campaigns. I'm grateful for the opportunity to deliver creative work & collaborate with talented people every day. Learn more about me at ashleydray.com.

Experience

2021 - 2023

Senior Marketing Manager @ Finch LLC

Managed the daily marketing activities of a remote, international, SaaS-focused marketing team. Responsible for setting marketing objectives, supervising staff, and measuring the effectiveness of marketing efforts. Developed and implemented marketing strategies for companywide B2B & B2C campaigns. Analyzed market trends by conducting market research. Additionally responsible for developing and executing content marketing strategies through creating, curating, and distributing content across various platforms including email, social media, websites, webinars, podcasts, and in-app content. Developed their new SaaS product & Go To Market strategies. — Finch product development & branding [here](#).

2021

SaaS Brand Strategist @ Performance Based Ergonomics

Assisted in the development & implementation of PBE's SaaS brand identity and product model. Responsible for conducting market research (including internal & external shareholder analysis) and identifying target audiences for future brand expansion. Created a new brand identity, logo, developed new product features, crafted tech-forward messaging, & created new visual elements for internal & external campaigns. — PBE branding refresh [here](#).

2015- 2021

Lead Digital Marketing & Content Specialist @ Dilbeck Real Estate

Managed a remote team of 13+ marketing specialists across Southern California. Responsible for maintaining & developing assets for all company digital marketing channels including search engine marketing (SEM), search engine optimization (SEO), social media marketing, email marketing, content marketing, and print marketing. Collaborated with internal teams and external vendors to create real estate-focused digital content, manage ad campaigns, & monitor web analytics in order to enhance the company's online presence and brand visibility. Additionally managed 300+ websites and multiple CRM databases companywide. — Dilbeck [social](#) & [print](#) marketing

2010 - 2015

Regional Field Marketing Event Coordinator @ Strategic Marketing Group

Responsible for planning, organizing, and executing in-person events across Southern California for major national brands such as Absolut, Becks Beer, Victoria's Secret, & various film premieres. Responsible for coordinating logistics, securing venues, managing vendors, arranging permits and licenses, and overseeing in-person events. Additionally responsible for securing external stakeholder satisfaction as well as hiring and maintaining a 20+ staff of models and performers.

Education

California Lutheran University
Bachelors of Marketing Communication