

# ASHLEY REID

CROSS-FUNCTIONAL CHAMPION IN MARKETING COMMUNICATIONS,  
PROJECT MANAGEMENT, STRATEGY & DESIGN

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## SKILLS SUMMARY

### PROJECT MANAGEMENT AND LEADERSHIP

- Project management of national and global campaign initiatives with a budget up to 200k
- Active contributor to corporate initiatives and activities - received award of corporate achievement with the ALDO group
- Oversee marketing and advertising project work flow while supervising multiple teams of up to five
- Excellent client and presentation skills
- Critical thinker who can work independently or on a team
- Experience in collaboration with global partners and international standards
- Ability to take ownership and show initiative
- Exceptional organization and time management skills
- Analytical problem solver, proactive and performance driven

### MARKETING AND DESIGN

- Brand development
- Competent skills in research, development and competitive analysis
- Conceptualization and execution of creative to advance business objectives
- Creative conception for multi channel and digital strategy
- Social media strategy and integration
- Up to date on key industry trends for all current and emerging technologies
- Creative lead across multiple projects producing efficient results based design and ideation
- Packaging design experience, structural packaging and familiarity working with government guidelines
- Consumer journey mapping

## PROFESSIONAL EXPERIENCE

### ANALYTICAL PLANNING AND EFFECTIVE PROJECT MANAGEMENT

- Development and implementation of brand standards for multiple brands resulting in the acquisition of multiple key account buy-in and business growth by 16% YOY
- Edited and updated brand guidelines, brand standard copy and various guidelines for major brands - ALDO International, Call It Spring, The Shopping Channel, Webber Naturals, TruNature Supplements for Costco, and MEC
- Building cohesive consumer response for building brand equity with an average of 10% gain in market share in multiple countries
- Managed and developed various internal tools for internal communications teams to enhance efficiency
- Planned, budgeted, negotiated and executed production of seasonal campaigns up to \$150k
- Global experience working with international franchise partners and vendors for seamless execution of brand marketing initiatives
- Identified opportunities, researched campaign possibilities, collaborated with the marketing team for creation of new corporate endeavors through structured marketing plan initiatives and creative briefing processes

## EMPLOYMENT

### CUTLER INTERIOR DESIGN

Marketing Specialist

June - November 2019 | Vancouver, BC

### MEC

Creative Lead - Contract

April 2018 - April 2019 | Vancouver, BC

### FACTORS GROUP OF NUTRITIONAL COMPANIES

Senior Graphic Designer  
Factors Group & Webber Naturals

2015 - 2018 | Coquitlam, BC

### ROGERS MEDIA

Graphic Designer  
The Shopping Channel

2014 - 2015 | Mississauga, ON

### ALDO GROUP

Senior Graphic Designer  
ALDO Shoes Intl & Call it Spring Intl

2009 - 2014 | Montreal, QC

### MERIDIAN MARKETING

Graphic Designer and  
Marketing Coordinator

2008 - 09 | Montreal, QC

## EDUCATION

### BCIT - MARKETING COMMUNICATIONS

Associate Certificate  
Marketing Management  
with Distinction

September 2016 - June 2017

### ALBERTA COLLEGE OF ART AND DESIGN

Bachelor of Design

September 2004 - May 2008

## CREATIVE DEVELOPMENT AND ANALYSIS

- Effective advancement of consumer focused e-mail campaigns to support sales objectives - resulting in 18% increased sales online after the campaign launch
- Launch of global online presence resulting in ~25% YOY growth in sales for each country to launch an e-commerce platform
- Experience in overseeing asset creation and creative delivery for all channels including website, paid media (print and digital), social media, email, in-store (retail, community events), PR, strategic sales, etc.
- User experience development and strategy - Create innovative marketing ideas in sync both online and offline with 20% growth in brand awareness online
- Analyze media performance, and provide media and creative optimization recommendations based on results

## UNDERSTANDING OF CONSUMER NEEDS AND BUSINESS PROCESS

- International brand development - As a key ambassador through global markets in growth from eighteen franchise countries to 98
- Managed the creation, production, delivery of consumer marketing programs involving the translation of corporate business objectives into creative strategies and tactics
- Development of national advertising campaigns for large retail environments to support sales and consumer product information
- Provided increased level of support for key accounts to gain acquisition of additional brand categories
- Creation and execution of global and regional brand storytelling and marketing initiatives including brand and retail moments, product campaigns, community amplifications and product marketing

## CREATIVE STRATEGIC PROBLEM SOLVING

- Increased efficiency of the marketing department through process development and implementation and increasing project completion rates by 20% YOY
- Efficient and highly effective communicator, both written and verbal
- Initiated process of creative campaign development, including strategic new product integration, target market research, creative strategy and effective media selection
- Creative lead on vendor based initiatives - Development, production, management, and implementation of creative assets to support sales initiatives in Omnichannel marketing strategies
- Campaign creative lead - development, management and production of regionally specific campaigns across all IMC channels
- Excel in a collaborative team environment to establish strategic and creative approaches for given campaign objectives

## TECHNICAL SKILLS

- Excellent proficiency with the Adobe creative cloud suite
- Website analysis and auditing
- Social media strategy and analysis
- Understanding of SEO and paid search
- Art direction and photo shoot development
- Email marketing
- Brand strategy development
- UI design
- Web development
- Information seeking and research
- Familiarity with project management tools - Asana, Wrike, Harvest, etc.
- Google Analytics
- Basic French - written and spoken

## ADDITIONAL CERTIFICATIONS

ONTARIO COLLEGE OF ART AND DESIGN  
Continuing Education,  
Intro to Web Art and Design

CERTIFICATION -  
GOOGLE ANALYTICS  
FOR BEGINNERS

NCCP COACHING THEORY  
Level 1 and 2

NCCP COACHING  
TECHNICAL  
Level 1

## AWARDS

ALDO GROUP -  
FUTURE AWARD 2011  
Award given annually to recognize exceptional work ethic and contribution to the company.

## VOLUNTEER EXPERIENCE

TC CYCLING CLUB  
Communications Director  
October 2018 – Present

TRICITIES  
TRIATHLON CLUB  
Graphic Design & Marketing  
November 2016 – Present

ANIMAL ADOPTIONS  
OF FLAMBOROUGH  
Shelter Aid  
February 2014 – January 2015

## LET'S CONNECT!

For additional work experience please visit my LinkedIn profile.

## THANK YOU

References available on request