

ASHLEY OSGOOD

# Marketing & Communications

*Passionate about standing out & proving value, one story at a time.*

Motivated, self-starting digital marketing professional always looking for the next way to make a difference in the world.

INBOUND MARKETING  
STRATEGY  
MANAGEMENT  
BLOGGING  
EMAIL MARKETING  
SOCIAL MEDIA

## Professional Experience

**Event Director**, January 2015 to Present | Young Women in Digital | Boston, MA

- Work with a team to organize, promote and manage monthly networking events so that young women in the Boston marketing community are able to meet, learn, and talk through industry challenges together.

**Content Marketing Manager**, January 2014 to Present | Skyhook Wireless | Boston, MA

- Implemented new social media strategy to grow reach across all social networks: LinkedIn company page followers increased by 144%, Facebook 209%, and Twitter by 43% in one year.
- Designed, wrote, and implemented targeted lead nurturing email marketing campaigns, including a monthly newsletter and segmented audience-specific workflows targeting leads based on website actions to nurture them down the marketing funnel.
- Re-structured the Skyhook blog to drive a significant 1,132% increase in blog traffic in one year. The content strategy also saw a 1,800% growth in blog leads and 9,900% growth in email subscribers.
- Responsible for growing blog subscribers, increasing blog traffic, generating leads through the blog, and working with Creative Director to redesign blog site and user experience. Email subscribers continue to grow approximately 21%+ quarterly.
- Reporting on KPIs for content metrics: including website & blog traffic, leads generated through content, blog audiences, success of lead nurturing campaigns, and lead quality for the sales team for optimization.

**Marketing Manager**, August 2012 – November 2013 | Forerun Systems, Inc. | Waltham, MA

- Built a complete marketing strategy from scratch: including getting all website and online marketing activity up to speed with current best practices using the HubSpot marketing automation software.
- Increased company website traffic by 53% using SEO best practices over a period of 6 months
- Responsible for generating content and promoting via social media channels (which I set up) and blogging on a consistent and regular basis to promote brand awareness and thought leadership.
- Created email marketing campaigns where monthly email newsletters are researched, compiled and distributed to a curated email list. Compile custom monthly reports on data of each mailing and use that knowledge to improve on the next.
- Responsible for all trade show attendance and coordination logistics for sales and other members of the Forerun team
- Manage marketing internship program for students who show an interest in learning about all aspects of online marketing within a start-up atmosphere, including interviewing, hiring, and hands-on training.

57 Howard Street Extension | Salem, MA 01970 | 781.724.6861

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## Marketing Communications Specialist, May 2011 – July 2012 | IBS America | Lexington, MA

- Jump-started entire company marketing initiatives to reflect current online marketing best practices.
- Wrote, optimized, and published weekly blog posts for company blog: acted as main editor and editorial calendar manager. Also optimized company web pages using keyword research.
- Wrote, promoted, optimized and formatted company whitepapers to appeal to prospects in target market.
- Organized and hosted monthly company webinars on recommended topics. Included soliciting guest speakers, formatting content to sophisticated slide deck presentation, promoting the webinar events, and actual hosting responsibilities involving the webinar to keep things running smoothly.

## Marketing Associate, February 2010 – May 2011 | Boston Logic Technology Partners | Boston, MA

- Managed various SEO Client campaigns and accounts: main point of contact for clients and client requests to other team members - maintained consistent blog posting, marketing campaigns & SEO for clients.
- Internal marketing responsibilities included teaching monthly interactive webinars on various Online Marketing and SEO topics. Also re-designed company PowerPoint brand.
- Implemented strategy for, created and managed all of company's email marketing messages
- Marketing Associate position achieved from Marketing Intern April 2010

## References

A full list of recommendations and references for each position can be found on my LinkedIn profile. Here are a few highlights:



“ Often called upon to provide creative solutions: always rises to the occasion.

*John Routhier,  
VP of Sales, Aviant Healthcare*



“ She gives me hope for the next generation of executives.

*Mary McAtee,  
Vice President, IBS America*



“ Bright, imaginative, and creative: well-liked and respected by employees.

*Jack Derby,  
President, Derby Management*

## Skills

- Highly creative and innovative, involved in all aspects of content research and generation
- Business focused, quick study, detail-oriented with organizational and time management skills
- Strong writing, multi-tasking, interpersonal and management skills
- Highly proficient in PowerPoint, Excel, and Word: proficient in Adobe PhotoShop and InDesign
- Knowledgeable of Inbound Marketing best practices, with significant experience in marketing automation software, Wordpress, and CMS Systems such as HubSpot

## Education & Training

### Bachelor of Fine Arts, Minor in Entrepreneurial Leadership (B.F.A.), 2010

Tufts University in Partnership with the School of the Museum of Fine Arts, Boston

### Inbound Marketing Certification, 2013

HubSpot Academy

## Personal:

Calligraphy, drawing, painting, embroidery & needlework projects, writing, reading, travel, hosting events, cooking, apple snob, red wine & pursuing the perfect martini – the type varies on the season.

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