

# ASHLEY STRAWN

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## CONTACT

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Ames, IA

## WEBSITE

[ashatwood.com](http://ashatwood.com)

## EDUCATION

**Iowa State University**  
B.S. Business Management  
Marketing Minor

## SKILLS

### Web

Drupal  
HTML/CSS  
WordPress  
Hivebrite  
Higher Logic

### Creative

Photoshop  
InDesign  
Illustrator  
Canva  
Sprinklr

### Data & analytics

Salesforce  
Marketo  
Google Analytics  
Tableau

### Project Management

Jira  
Confluence  
Monday.com  
Asana  
Workfront

## EXPERIENCE

### Avalara

Oct 2022—present

#### Experiential Marketing Manager

- Manage go-to-market event strategy with a focus on consistency, quality, and results
- Lead the strategy and execution of 40 webinars and 8 in-person events each year
- Oversee \$1 million budget and responsible for generating \$8 million in cross-sell bookings
- Write promotional materials, including landing pages, scripts, emails, and newsletters
- Track campaign performance, opportunities, and bookings using Power BI and Tableau
- Build planning and go-to-market framework with a keen eye for process improvement

### Workiva

2014—2022

#### Community Manager

July 2021 – Sept 2022

- Served as the main point of contact for 10,000 members and 100 volunteer leaders
- Managed two community websites by troubleshooting user questions, maintaining user data, creating web pages, building event registration, and analyzing metrics
- Tracked KPIs using Marketo, Salesforce, Google Analytics to inform decisions
- Evolved community, event, and volunteer strategy during COVID
- Hosted in-person and virtual events with 3,000+ attendees
- Developed communications including website, email, newsletters, events, and social
- Onboarded and managed one intern who assisted with social and campaign execution

#### Senior Marketing Specialist, Community

July 2017 – June 2021

- Executed multi-channel marketing plan within a highly matrixed organization
- Migrated two internally managed websites to an externally hosted community platform
- Launched corporate LinkedIn pages and oversaw their organic growth to 1,200 followers
- Facilitated virtual and in-person NASBA certified CPE events for 1,000+ attendees
- Established 15 new chapters and committees by working with partners and members

#### Marketing Specialist, Marketing Program Management

January 2016 – June 2017

- Created \$300K marketing plan for a solution area utilizing events, content, advertising, and social media
- Standardized project workflow and approvals during transition from Kapost to Jira
- Analyzed programs for performance insights that informed continuous improvement

#### Marketing Coordinator, Events

June 2015 – December 2015

- Produced industry insight webinars for 300+ registrants to identify MCLs and MQLs
- Launched user story process to provide customers and prospects with relatable content
- Oversaw customer appreciation campaigns utilized by sales, marketing, and customer success departments

#### Marketing Intern, Customer Advocacy

July 2014 – May 2015

- Supported various initiatives to drive overall customer engagement and loyalty