

ASHLEY MOFFITT

Work Experience

Professional

Director

Project Management
Digital Marketing

6 Years +

Little Falls | New Jersey
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SmartSites | Paramus | NJ

Sep 2017 – Present

Director of Project Management/ Director of Marketing

Jan 2022 – Present

- Lead successful marketing campaigns and manage projects from ideation to execution.
- Experiment with a variety of organic and paid acquisition channels such as content creation, content curation, publicity, social media, campaigns, and performance analysis.
- Manage valuable and engaging SEO content for website and copywriting, email marketing that attract and convert our target groups.
- Build strategic relationships and partner with key industry players and vendors.
- Direct and implement the optimization processes of project management dashboards for departments and individuals.
- Manage and develop automations using Zapier to assist all Project Managers create a help support system, as needed.
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely.
- Oversee and approve marketing material, from social media banners to hard copy brochures and case studies.

Project Management | Operations Manager

Aug 2020 – Dec 2021

- Ensured that all projects were delivered on-time, within scope and within budget.
- Understood client's requirements to design and build the website projects.
- Planned and executed all digital marketing which mainly included SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Designed, built and maintained our social media presence for client's brand.
- Measured and reported performance of all digital marketing campaigns and assessed against goals (ROI).
- Assisted team members consisting of 7 project managers for progress and audits.
- Identified trends, optimize spend and performance based on the trends.

Senior Project Manager

Jul 2019 – Jul 2020

- Developed strategic and tactical marketing initiatives and plans.
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Planned, executed, and measured project experiments and conversion tests.
- Worked on project tasking tools and screening assignments for new social media coordinator position.
- Tracked volumes, numbers, and margins by reviewing project reports.

Project Manager

Sep 2017 – Jun 2019

- Designed branding plans and boosted digital campaigns that suit customer's needs.
- Instrumented social media marketing and sales conversion points.
- Assigned work to developers and designers and tracked daily progress.
- Initiated digital media concepts and wrote technical content.
- Managed around \$1,000,000 in projects and responsible for \$200,000 in service upsells.
- Collaborated with agencies and other vendor partners as per requirements.
- Utilized software tools such as Google Sheets and Supermetrics to handle KPI and ROI reports.

KIPP New Jersey | Newark | NJ

Marketing Intern

Mar 2016 – May 2017

- Analyzed customer's behavior, adjusted email and advertising campaigns accordingly.
- Performed market analysis, created content and researched on competition.
- Supported the marketing team in daily administrative tasks.
- Assisted in marketing and advertising promotional activities such as social media, direct mail and web.

Personal Statement

A goal-oriented Director of Digital Marketing and Project Management with excellent analytical, interpersonal and problem-solving skills. An insightful decision maker who makes the right judgments and changes the consensus to get high-quality results. An expert to plan, monitor, organize, manage and evaluate digital marketing and project management processes as per requirements. A result-oriented professional with a great ability to contribute to organizational goals and objectives. Focus on strategies and methodologies to enhance overall marketing and project performance.

Education

Rutgers Business School | New Brunswick | NJ

May 2017

B.S. in Marketing
B.A. in Psychology

Skills

Project Management | Digital Marketing | Sales | Social Media Tools | Campaigns Launch | Client Satisfaction | WordPress | Leadership | SEO | Procedure Development | Business Development | Brand Consulting | Excellent Communications | Team work | Critical Thinking | MS Office Tools | Google Analytics | Active Collab | Zapier | Mail Chimp | Ahrefs | SEMrush | Hubspot | Spyfu | Hootsuite | Process Improvement | Multi-Tasking Strength | GTM | Data Studios | Time Management | Automation | Target Audience | Marketing Data | Budget Analysis