**Ashley Pereira**

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Dynamic Marketing Leader with over 7 years of experience in developing and executing successful marketing strategies within the B2B, B2B2C and D2C. Expertise in content marketing, product marketing, SEO, sales enablement, and brand development. Proven track record of driving brand awareness, lead generation, and sales support through data-driven insights and strategic execution. Adept at managing marketing automation tools and CRM systems, with a strong ability to work both independently and collaboratively in fast-paced environments.

#### **Experience**

**Business, Brand, and Marketing Consultant | ivrygold***09/2022 - Present*

* Develop and execute branding, marketing, and business strategies for small businesses and solopreneurs.
* Conduct workshops and boot camps on personal branding, business launches, and marketing strategies.
* Assist solopreneurs and small business owners with GTM and client onboarding strategies.

**Director, Brand and Marketing | Protis Global & ace Talent Curators***10/2021 - 06/2022*

* Online presence and engagement across all platforms – Organically grew social media presence significantly, with Protis Global LinkedIn following increasing by 85% and ace Talent Curators by 347%
* Implemented HubSpot for CRM and integrated it with their ATS system, optimizing workflows, and training staff, resulting in improved sales processes and client data management.
* Define and align attribution model with outreach strategy to improve KPIs and conversion rates.
* Business Development Planning, Creation of Sales Decks, Client Presentations and attending networking events; Created sales enablement tools, including sales decks, product sheets, and case studies, boosting sales team performance.
* Ownership of the brands in all marketing applications including strategy, brand identity, pricing. Advertising, communication, and performance management
* Website management and development – including but not limited to accuracy of all job boards for internal and clients
* Analysis of data obtained and gathered internally through work in the marketplace – Social Media Analytics, Google Analytics

**Marketing, North America | Portobello America***02/2019 - 10/2021*

* Launched innovative product marketing campaigns, leading to significant revenue growth and onboarding of 12 new distributors and a 94% MoM increase in revenue (from $350k MRR to $680k MRR)
* Spearheaded the onboarding and implementation of Portobello America’s newest lead pipeline resulting in a 750% increase in leads in 4 months and direct relation to onboarding of 3 new distributors
* Plan and execute industry events, conferences, and webinars, resulting in $3M+ direct revenue
* Managed and optimized SEO strategies, enhancing organic search rankings and website traffic.
* Directed the development and execution of content marketing strategies, including blog posts, whitepapers, and case studies.
* Developed brand positioning and messaging, leading market research initiatives to understand customer needs and market trends.
* Developed website and customer portal applications - UX, flow, content development, messaging, and structure
* Managed and developed complete product portfolio of 3000+ products

**Recruiting Manager and B2B Sales | Robert Half, Finance & Accounting***04/2018 - 02/2019*

* Managed client and candidate relationships, achieving an average revenue of $80k per month.
* Developed sales enablement materials and conducted market research to support the sales team.
* Utilized Salesforce for account and candidate management, enhancing sales and recruiting processes.

**Marketing and Operations | Septic Maxx***02/2017 - 04/2018*

* Led the rebranding effort, including website redesign, social media strategy, and SEO optimization, increasing brand visibility and compliance.
* Executed inbound marketing strategies, significantly boosting company productivity and revenue.
* Developed and managed product marketing plans, driving $400k+ in B2B and B2C sales growth in 6 months
* Increased revenue by 50% in the development and integration of an inbound marketing and EDI system

**Brand Strategy and Marketing | Visionary Brand Management***07/2014 - 03/2017*

* Created and managed new client pipelines, leading to successful onboarding and retention - $480k in revenue in less than 3 years with 200+ clients served
* Developed and implemented SEO and content marketing strategies, enhancing online presence and lead generation.
* Managed social media campaigns and digital marketing efforts, resulting in increased engagement and brand awareness.
* Hubspot Inbound Certified Partner and Reseller

**Multiple | DMC Atlanta***01/2011 - 04/2017*

**Brand Operations and Marketing Manager**

* Managed Marketing, Social Media, and Employer Branding for 50+ locations
* Created and launched new internal promotion structures, enhancing brand strategy and training programs.
* Developed and implemented marketing and branding guidelines, improving brand consistency across new locations.
* Led creative development for marketing materials, including sales enablement tools and digital content.

**Recruiting Manager**

* Exceeded sales goals and set nationwide company records in the field.
* Developed innovative ATS used at 200+ sales offices in North America, streamlining recruiting processes.
* Trained new employees and conducted interviews, improving recruitment efficiency.

**B2B Sales**

* Managed new account acquisitions and customer retention, driving B2B sales growth.
* Created and managed job ads, conducting in-person and telephone interviews for new hires.

#### **Key Skills**

* Content Marketing
* Product Marketing
* SEO Strategy
* Sales Enablement
* Brand Development
* Data-Driven Marketing
* Marketing Automation Tools (HubSpot, Mailchimp, ConvertKit)
* CRM Systems (Salesforce, proprietary)
* Team Leadership and Management
* Strategic Planning and Execution
* Project Management for Marketing Campaigns and Product Releases (Monday, Wrike, Asana)

#### **Certifications**

* HubSpot Inbound Certified
* Hubspot Certified