



SKILLS



Adept at primary & secondary research, data analysis, audience definition & segmentation, messaging frameworks, campaign development, and analytics & reporting



Certified in digital marketing skills of social media creation & content management, SEO strategy, paid search & display strategy, retargeting strategy, lead-generation strategy, content marketing, and website building & management through WordPress



Proficient in Excel, Word, PowerPoint, R Studio, Tableau, SPSS, Survey Monkey, Qualtrics, AYTM, Canva & WordPress



Innovative, flexible & adaptive



Ingenuity in visualizations & reporting

ASHLEY MARIE SMITH

INSIGHTS PROFESSIONAL | WWW.INSIGHTSBYASH.COM

EXPERIENCE

CEO • INSIGHTS BY ASH, LLC • AUGUST 2023 - CURRENT

Consulting a variety of LGBTQIA+-, BIPOC-, woman-, and neurodivergent-owned businesses on social and digital tactics, branding, research, and strategic communications. I study data to deeply understand our target audiences then create content that entertains and compels them.

STRATEGIC RESEARCH ANALYST • GUD MARKETING • MAY 2018 – AUGUST 2020

Led data analysis, interpreted results, and determined implications to inform reporting for multiple clients including NASCAR's Michigan International Speedway (MIS). Researched and defined audience segmentations and messaging frameworks for strategic marketing efforts. Collaborated with management, media, and digital teams to align on spend, audience definitions, and KPIs. Increased YOY ticket sales for MIS through meticulously optimized digital and social marketing placements. Led monthly and quarterly hindsight reporting to advise future media and market planning.

RESEARCH ASSISTANT • INTERNATIONAL BUSINESS CENTER, MSU • SEPTEMBER 2015 – MAY 2018

Researched industry trends and gathered resources to gain insight on international business activity; composed blogs discussing international topics affecting businesses, boosting engagement on social media and the website; redesigned website pages to include updated data, improve accessibility, and expand useful content.

EDUCATION

CERTIFICATION IN DIGITAL MARKETING • FEBRUARY 2024 • MICHIGAN STATE UNIVERSITY

MASTER OF SCIENCE, MARKETING RESEARCH • AUGUST 2023 • MICHIGAN STATE UNIVERSITY

GPA: 3.5/4.00

BACHELOR OF SCIENCE, ADVERTISING MANAGEMENT • MAY 2019 • MICHIGAN STATE UNIVERSITY

Minor in Entrepreneurship & Innovation

Major GPA: 3.70/4.00 - Dean's List: 4 Semesters

STUDY ABROAD – MASS MEDIA IN THE UK & IRELAND • MAY 2017 – JUNE 2017 • MICHIGAN STATE UNIVERSITY

GPA: 4.00/4.00