

# ASHLEY WELLS

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Communications Strategy professional with a demonstrated history of growing brands through the lens of audience insights and the consumer journey. Expertise in audience definition and development, consumer journey mapping, cohesive channel and messaging planning, and media planning and implementation across the ecosystem (paid, owned, and earned).

**MY WHY:** **Creating meaningful audience connections**

**MY SUPERPOWER:** **Empathy (for the audience, the client, and my team)**

## SKILLS

- Audience definition & insight mining
- Consumer journey mapping and behavior
- Measurement design and performance analysis
- Driving collaboration & integration across teams
- Research design & implementation
- Media strategy & planning
- Overall strategic thinking & organization
- Comms & Media capability building

## EXPERIENCE

### PEREIRA O'DELL

JANUARY 2015 – JULY 2022

**HEAD OF COMMUNICATIONS & MEDIA STRATEGY**, March 2017- July 2022

Oversee the disciplines of Communications Strategy & Media Strategy.

Lead a team of 20+ strategists across varied specializations on all client accounts and new business development for West Coast office.

Successfully built a discipline practice for Communications & Media Strategy that has grown an initial team of 4 individuals into a team of over 20 across 2 offices.

Developed and productized current agency approaches for communications strategy, including audience identification and development, consumer journey mapping, and communication framework development, etc.

Lead development of agency's Media Strategy practice and helped develop agency's Social Strategy practice.

Successful track record of pitching and winning new business across categories, as well as organically growing existing business with relevant capabilities and offerings.

**IHOP, Zelle, Fifth Third Bank, Adobe Creative Cloud, MINI USA, Deutsch Family Wine & Spirits, Rover.com, realtor.com, Skype, eBay, Intel, The Cheesecake Factory, Central Park Conservancy, 1-800 Contacts, The Coca-Cola Company, etc.**

**COMMUNICATIONS STRATEGY DIRECTOR**, March 2016- March 2017

**ASSOCIATE COMMUNICATIONS STRATEGY DIRECTOR**, January 2015- March 2016

## **22SQUARED**

**JULY 2010 – DECEMBER 2014**

**ASSOCIATE MEDIA DIRECTOR**, May 2014- December 2014

Managed a team that researched, developed and implemented cross-platform national media plans, especially digital, mobile, national cable, print, broadcast, and cinema. Essential in the establishment of utilizing "Strategy Teams" throughout the agency to advance holistic strategic thinking and collaboration. Planned and implemented all media aspects of 2013 Gold Effie winning, cross-platform Costa Rica Tourism campaign and 2014 Silver Effie Winning American Standard campaign.

**American Standard, Costa Rica Tourism, Baskin Robbins, Florida's Natural**

**MEDIA SUPERVISOR**, November 2012- December 2014

**SR. MEDIA PLANNER**, July 2010- November 2012

## **AMES SCULLIN O'HAIRE ADVERTISING**

**SEPT 2007 – JULY 2010**

**MEDIA PLANNER**, May 2008- July 2010

Responsible for planning, recommending, and implementing paid media advertising for both consumer and trade across traditional and digital channels for Food Lion, Bloom Grocery, and Mitsubishi Electric HVAC

**ASSISTANT MEDIA PLANNER**, September 2007- May 2008

## **BLACK & WHITE ADVERTISING**

**DECEMBER 2005 – JANUARY 2007**

**ACCOUNT MANAGER**, December 2005- January 2007

Managed recruitment advertising, marketing, branding, and identity needs for several clients, especially in the healthcare sector.

## **EDUCATION**

### **GEORGIA INSTITUTE OF TECHNOLOGY**

**DECEMBER 2005**

**BS, MANAGEMENT**