

Ashley E. Hejlik

83D Carriage Hill
Clifton Park, NY 12065
262.365.4745
aehejlik@gmail.com

facebook.com/aehejlik

linkedin.com/aehejlik

Strategic Marketing Professional with an entrepreneurial spirit, a never-ending thirst for knowledge, and a passion for turning analysis and insight into action to drive brand awareness and visibility.

Areas of Expertise

- Email Marketing
- Content Development
- Market Research
- Project & Campaign Management
- Strategic Planning
- Social Media Marketing
- Copy Writing & Editing
- Event Coordinating
- Consultative Selling

Work Experience

Milady, Cengage Learning

2/2012-Present

Associate Marketing Manager

- Initiate and create successful email marketing campaigns, significantly streamlining and enhancing channel communications and campaign results.
- Manage key online campaigns to support product launches, promotions and other communication and branding efforts.
- Develop, copy edit and manage both online and offline marketing collateral to increase brand awareness and consumer engagement.
- To date, coordinated 137 one-day educational training events throughout North America, resulting in increased profits of 12% and cost reductions of 27%.
- Manage and deploy email communications to a list of over 81,000 subscribers; increased delivery rates by over 10% while increasing click rate by 7%.
- Key player in the development of content, structure, and functionality of Milady's website redesign, resulting in a better user experience for customers.

The Hershey Company

4/2009-4/2011

Retail Sales Representative

- Grew territory worth \$3.34 million by 21%.
- Identified new business opportunities, analyzed market trends, and delivered comprehensive product, brand, and category strategies.
- Negotiated seasonal sponsorship and ad placement, which impacted 22 stores and directly increased Hershey seasonal sales by \$17,000.
- Trained 2 new hires in 6 months on brand strategies, analysis of market trends, account management and consultative selling opportunities.
- Utilized top-notch communication and interpersonal skills and cultivated relationships with a variety of key decision makers to implement strategic initiatives.

Ashley E. Hejlik

83D Carriage Hill
Clifton Park, NY 12065
262.365.4745
aehejlik@gmail.com

facebook.com/aehejlik
linkedin.com/aehejlik

Work Experience

Practical Communications 11/2011-8/2012

Marketing Specialist (*freelance*)

- Single-handedly researched, identified, and implemented the appropriate social media platforms most beneficial for the company.
- Various projects: competitive analysis, copy edit online and offline marketing copy, data analysis via Google Analytics, etc.

Enterprise Rent-A-Car 5/2008-8/2008

Management Intern Trainee

- Received cross-functional training and developed familiarity with the organization and all aspects of running a profitable business while cutting costs and exceeding customers' expectations.
- Efficiently managed and deployed a fleet of 100+ vehicles.
- Planned and coordinated a golf outing which raised over \$5,000 for a local charity and had over 200 golfers in attendance.
- Presented marketing plan and results to the Central Area General Manager of Enterprise Rent-A-Car. Was rated 2nd in the whole state of Wisconsin.

Wisconsin Innovation Service Center 8/2007-5/2008

Product & Market Researcher

- Worked as a Product & Market Researcher while successfully pursuing two degrees at the University of Wisconsin.
- Conducted interviews with technical experts, applied qualitative and quantitative techniques to interpret data and produce substantiated recommendations.
- Provided direction and support to 20+ entrepreneurs and small businesses with new product and invention assessments and market expansion opportunities.

Education

B.B.A. International Business, emphasis in Marketing

B.A. German Studies
University of Wisconsin
Whitewater, Wisconsin
Graduation: December
2008

Technical Skills

Marketing Automation

Eloqua
Email Marketing Platforms
Informz, MailChimp
Web Languages
HTML, CSS
Analytics Platforms
Google Analytics, Facebook
Insights

Online Video/Presentations Solutions

Brainshark, YouTube,
SlideShare

Social Media Management Systems

Hootsuite, Buffer

Microsoft Office Suite