

# ASHLEY AUSTIN, M.S., IMC

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## EDUCATOR STRENGTHS

Exceptional expertise in distilling complex information into clear, concise, actionable content  
Educators' approach to curriculum, instruction, coaching, mentoring, and student development  
Engaging and outgoing disposition that illuminates learning and skill development with ease  
Exceptional expertise in distilling complex information into clear, concise, actionable content  
Charismatic ability to translate course content into relevant and actionable learning outcomes

## INDUSTRY & CONTENT EXPERTISE

## PROFESSIONAL EXPERIENCE AND COMPETENCIES TO INFORM EDUCATION

WEIGHT WATCHERS

[GLOBAL INTEGRATED MARKETING MANAGER](#)

Content & Skills Expertise

New York, NY

January 2023 – March 2024

DESIGNSENSORY

Knoxville, TN

**MEDIA DIRECTOR**

Dec 2020 – Dec 2021

Content & Skills Expertise

Benchmarking

TV, Radio, Print Media

Growth Marketing

Customer Acquisition

Digital Media

Paid Social/Paid Search

Scope of Impact

Orchestrated and deployed media campaigns via traditional media and digital platforms

Strategized and optimized paid social, paid search, programmatic display, and OTT/CTV tools

Established a robust benchmark framework, enabling continual evaluation of marketing outcomes

Provided insights and leadership that informed strategy and reduced media planning by 20%

Spearheaded compelling pitches and delivered impactful presentations for clients and vendors

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Monster Worldwide  
MEDIA PROGRAM MANAGER  
Content & Skills Expertise

Chicago, IL  
Jan 2012 – Feb 2015