

# ASHLEY CLUSKEY-GALLAGHER

ashleycg.com • (908) 692-3432 • ashleycluskeygallagher@gmail.com

## EDUCATION

**University of Miami**  
B.S. in Communication  
Magna Cum Laude  
2009 - 2013

**Majors:** Creative Advertising  
and Studio Art

**Minor:** Marketing

## SUMMARY

I create integrated marketing campaigns rooted in strategy, high-quality creative, and measurable results. My career was born and bred in digital and social media and I employ a modern, agile methodology. I thrive in a collaborative environment, the project comes first and frequently benefits from a multi-disciplinary perspective. Instrumental to this is empowering my team by inspiring, motivating, and mentoring creatives of all levels. I aim to foster a supportive work culture that allows my team to develop insightful, innovative work.

## EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR - WOW MKTG

APR 2017 - DEC 2019

- » Provide direction to creative and production teams on storyboards, radio and video scripts, animations, printed collateral, social media assets, website designs, and out of home executions to ensure branding is maintained and final output achieves marketing goals
- » Instrumental in identifying and eliminating inefficiencies in agency processes and department structure to increase agility, resulting in increased creative output and agency growth
- » Establish, manage, and mentor a new team of creatives across copywriting and design
- » Defined, documented, and enforced best practices concerning paid and organic social media content, creating tools and resources to ensure consistency of delivery
- » Establish brand identities for multiple clients and develop guidelines, resources, and tools for the client, the agency, and other brand affiliates to uphold quality and ensure consistent brand communication
- » Conduct market research in order to develop strategic marketing plans in collaboration with other departments

### ART DIRECTOR - THR33FOLD

NOV 2013 - APR 2017

- » Conceptualized and lead creative execution of integrated campaigns (digital, print, PR, social media, experiential activations)
- » Reviewed and provided creative direction to design, development, photography, and copy teams to ensure high-quality work consistent with brand guidelines
- » Developed and documented visual direction and messaging for client brands, social media content themes, and integrated campaigns
- » Organized and selected freelance developers, designers, photographers, illustrators, and any vendors necessary for project productions, according to project budget
- » Evaluated campaign, quarterly, and yearly social media analytics reports to adapt or develop new strategies that optimize budgets, engage consumers, and achieve strategic goals

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## CREATIVE - THR33FOLD

MAY 2012 - NOV 2013

- » Designed and wrote engaging social media content according to social media strategy and monthly analytical findings
- » Created authentic interactions with consumers on behalf of client brands via organic social media engagement on Facebook, Twitter, Instagram, and Pinterest
- » Established and fostered relationships with relevant social media influencers to later leverage in social media campaigns
- » Conceptualized and designed integrated campaign creative (digital, print, PR, social media, experiential activations) in order to drive awareness and build relationships with consumers
- » Designed and developed branded websites according to UX/UI best practices
- » Articulated creative concepts to clients with concise and stunning pitch presentations

## MEASURABLE RESULTS

**Increased bookings by 20%** for travel and tourism client through an integrated digital campaign leveraging Pinterest, Instagram, paid digital media, influencer partnerships, and organic engagement

**Increased lead generation by 300%** for event production client with rebranding efforts, including development of a new website with consumer-centric user experience (UX)

Relaunched Facebook page with social media contest leveraging Twitter, influencer partnerships, and organic social media engagement, resulting in a **47% page growth and 70% increase in website traffic in six weeks with zero paid social media ads**

## CERTIFICATIONS

Hootsuite Advanced  
Social Advertising

Hootsuite Social  
Marketing Certification

## AWARDS

Webby Award Honoree,  
Corporate Social Responsibility

Internet Advertising  
Competition (IAC),  
Best Social Network Social  
Media Campaign

## SKILLS

### ADOBE CC

PHOTOSHOP

ILLUSTRATOR

INDESIGN

LIGHTROOM

AFTER EFFECTS

XD

### MS OFFICE/GOOGLE SUITE

WORD / DOC

EXCEL / SHEETS

POWERPOINT / SLIDES

### SOCIAL ADVERTISING

FACEBOOK

INSTAGRAM

PINTEREST

LINKEDIN

TWITTER

### CONTENT MANAGEMENT

HOOTSUITE

SPROUT SOCIAL

HEYORCA

WORDPRESS

WIX