

Ashley Stagray

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Seasoned Digital Marketing Leader with extensive experience in managing high impact advertising campaigns and building strong client relationships. A proven track record of driving performance optimization, team development, and strategic growth for clients across multiple industries. Skilled at leveraging data-driven insights to deliver real world results and improve ROI. Experienced in leading cross-functional teams and aligning marketing initiatives with business objectives.

Work Experience

Founder & Freelance Marketing Strategist

FairBloom Marketing-Coral Springs, FL

July 2013 to Present

- Provided strategic digital marketing services, including SEO, PPC, lead generation, and brand positioning across multiple sectors.
- Successfully deliver strong ROI for clients through comprehensive marketing strategies and campaign execution.
- Built and maintained lasting client relationships, aligning marketing efforts with business goals to drive growth.

Digital Ads Account Manager

Vendasta-Coral Springs, FL

September 2023 to September 2024

- Managed client accounts, aligning ad strategies with client goals for optimal performance and satisfaction
- Mentored team members that fostered professional growth and promoted best practices across campaigns.
- Collaborated with cross-functional teams to execute strategic ad initiatives that consistently exceed client expectations.

Google Ads Manager

Pr.Business-Boca Raton, FL

December 2021 to September 2023

- Supervised teams managing over 200 client accounts with small and large budgets, driving performance across diverse industries.
- Led campaign optimization efforts, driving higher ROI and improving overall performance metrics.
- Designed training programs to enhance team expertise and operational efficiency while maintaining high-quality standards.

Marketing Analyst

Operation ROI-Fort Lauderdale, FL

February 2020 to September 2021

- Managed 10 e-commerce client accounts, driving significant revenue growth through strategic bid management and campaign optimization.
- Analyzed marketing data, delivering actionable insights that boosted campaign performance and client satisfaction.

Digital Marketing & Partnerships Manager

Chetu Inc.-Plantation, FL

July 2013 to August 2017

- Led a global marketing team of 25, increasing lead generation by 600% and contributing 20% to overall company growth.
- Managed a large marketing budget, reducing costs by 18% while boosting lead generation by 400% through strategic planning.
- Optimized operations for 75+ trade shows annually, enhancing engagement and booth traffic by 60%.

Education

Master of Business Administration (MBA) in Marketing

University of Phoenix

January 2013 to August 2015

Bachelor of Science in Communications

University of Phoenix

January 2008 to August 2012

Skills

- Analytical Skills
- Salesforce Expertise
- Strategic Marketing
- Budget Management
- Performance Optimization
- Leadership & Team Building
- Client Relationship Management
- Strategic Thinking
- Adaptability
- Hubspot Expertise Strategic Planning & Leadership Project & Budget Management Public Speaking & Client Engagement Adobe Creative Cloud
- Digital Advertising Platforms
- Data Analysis & Reporting
- Search Engine Optimization (SEO)
- Google Analytics
- SEM
- Digital Marketing
- Google AdWords
- PPC Campaign Management
- Marketing Automation
- WordPress
- Customer Relationship Management

Links

[LinkedIn.com/Ashley-stagray](https://www.linkedin.com/company/ashley-stagray/)

<https://www.fairbloommarketing.net>

Certifications and Licenses

Bing Ads Certification

Google Analytics Certification

Google AdWords Certification

Assessments

Work style: Reliability — Completed

September 2021

Tendency to be reliable, dependable, and act with integrity at work

Full results: [Completed](#)

Management & leadership skills: Impact & influence — Proficient

November 2021

Choosing the most effective strategy to inspire and influence others to meet business objectives

Full results: [Proficient](#)

Marketing — Proficient

September 2024

Understanding a target audience and how to best communicate with them

Full results: [Proficient](#)

Social media — Proficient

September 2024

Knowledge of social media techniques and analytics interpretation

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.