

# Ashley Sickles

248-613-5698 | ashleysickles@gmail.com | www.ashleysickles.com



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## SOFTWARE & SKILLS

Adobe Creative Cloud (InDesign, Illustrator, Lightroom, Photoshop, Acrobat, InCopy) • Marketo • HubSpot • Salesforce • 6Sense • Wordpress • Seismic • Microsoft Office 365 • SharePoint • ZoomInfo • LinkedIn Campaign Manager • Wrike • JIRA • Cvent • Canva • Buffer • Photography • Creative Leadership • Brand Management • B2B Marketing • Print & Web Design • Project Management • Strong Communicator

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## WORK EXPERIENCE

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### Bluerock | Boise, Idaho

#### **Senior Specialist, Marketing and Design**, October 2023 - Present

- Work with executive and senior leaders to design visuals for marketing, sales, and events, staying within and enhancing brand standards
- Build strategic presentation designs and render complex charts into on-brand, digestible graphics
- Build HTML emails for Salesforce and edit and execute emails directly within HubSpot
- Implement Seismic template generation platform to enhance team efficiency, increase bandwidth, and reduce room for manual errors
- Work within WordPress to upload and edit content on the company website
- Manage projects with multiple external vendors across the country for print and photography needs
- Operate in a lean, fast-paced environment, working around strict compliance guidelines where accuracy is required

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### Clearwater Analytics | Boise, Idaho

#### **Marketing Operations Manager**, March 2021 - May 2023

- Executed and monitored marketing campaigns and metrics of success for Clearwater's six unique, global markets
- Managed the Clearwater website, supporting the increase of website demo requests by 178% in one year
- Supported the build, test, and launch of daily communications to a global audience of financial leaders, including through email, social, paid LinkedIn, paid search, display ads, and website channels
- Built an email marketing strategy to increase open rates by 15%, focusing on deliverability tactics and segmentation
- Managed the company's social media accounts to increase engagement over 100% within 6 months
- Managed the Marketing department's operations, including database, a multi-pronged lead scoring model to ensure timely and proper lead flow, promotions through the company's initial public offering (IPO), the marketing tech stack, and external contracts and vendors

#### **Creative Services Team Lead**, December 2018 - March 2021

- Created and managed design projects, served as the primary creative editor, and maintained brand consistency across global offices
- Improved and standardized processes that resulted in over 37% higher team bandwidth and efficiency
- Led a full team of marketing creatives to support development and success
- Managed in-house and external printing globally, including local and online vendors

#### **Marketing Graphic Design Specialist**, September 2016 - December 2018

- Designed thought leadership and targeted sales collateral from start to finish, collaborating with copywriters and campaign specialists
- Supported development of multi-channel campaigns from a creative lens and executed with the greater team
- Developed and maintained Clearwater's refreshed brand identity and strategy
- Directed and photographed in-house and event photoshoots to expand the image library and streamline branding

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### Flitch Creative | St George, Utah

#### **Lead Graphic Designer**, August 2014 - August 2016

- Led a design team with projects including brand identities, print materials, website interfaces, and brand photography
- Managed existing client relationships and developed new business accounts

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### **Freelance Marketing, Graphic Design, and Photography**, September 2012 - Present

- Manage and design for brand strategy, website, SEO, social media, and printed promotional content, seeing immediate increase in market presence, website traffic, and sales
- Photograph corporate and private events, portraits, products, and outdoor activities for print and web
- Work with companies to analyze the effectiveness of marketing programs and ROI for clients to reach their target market faster

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## EDUCATION

Lawrence Technological University • Bachelor of Fine Arts in Graphic Design • Graduated May 2014, Magna Cum Laude