

# Ashley Faus

[www.musingmarketing.com/intro-video](http://www.musingmarketing.com/intro-video)

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**Summary:** Versatile, results-oriented Marketing professional with experience in communication, research and analysis, project management, and public speaking to business professionals. Seeking long-term growth with an established company focused on branding and building relationships to offer the best solutions to customers and companies.

## Education and Honors

University of North Texas, Denton, TX

GPA: 3.82

**BBA - Marketing, Cum Laude Honors**

Graduation Date: May 2008

## Experience

- Marketing and Customer Service
  - *Solar Designs, Inc – July 2008-May 2009*
    - Account manager for the company's largest project, a commercial solar installation, worth \$150,000
    - Improved profit margin by 5% through bulk-price negotiations with supplier
    - Grew affiliate partnerships from 2 to over 50 within 8 months, used direct Marketing to offer qualified leads and guaranteed revenue to new partners
    - Increased revenue opportunity by creating a training package for installers
    - Strategic analysis of customer and installer needs, led to over-hauling information-gathering form and presentation of final customer proposal
    - Wrote proposals with details about solar system design, environmental impact, and financial implications including up-front costs, rebates, ROI, and payback
  - *Virion Interactive Agency – Fall 2007*
    - Competitive analysis and post-project analysis utilizing SWOT, segmentation analysis, and elements of the Marketing mix
    - Organized work order processing through cross-functional communication with the creative team, web developers, application developers, and Senior Account Managers
- Project Management – Independent Consultant
  - *M3K Group* – Market research for international free trade zone, media buying and budget, and customer insight, assisted in the design and copy of brochures and flyers
  - *UserTesting.com* – Launched Twitter campaign that now has over 1,300 followers and yielded numerous mentions within the first week, blog campaign yielding 2 articles and recommendations within one month, implemented strategic partnership to grow tester database, usability testing
  - *OpenTech Media* – Research, layout, and copy for corporate brochure and corporate website to reflect a more cohesive message

- Presentation and Public Speaking
  - *Qdabra Software, SharePoint Conference – Spring 2008*
    - Development of marketing materials for product and direct marketing of software consulting, booth exhibitor, follow-up with leads from conference and website traffic via phone and email
  - *Featured Speaker – Fall 2009*
    - C.I.R.E. Luncheon and Tuesday Forum – “Overview of Social Media” Presentation, including statistics and reach, best practices, and strategies for implementing a social media strategy in business

## **Employment**

<i>Shift Supervisor</i>	Starbucks, Inc.	Mountain View, CA	Sept. 2009-March 2010
<i>Marketing Manager</i>	Solar Designs, Inc.	Mountain View, CA	July 2008-May 2009
<i>Account Mgmt. Intern</i>	Virion Interactive Agency	Dallas, TX	Aug. 2007-Dec. 2007
<i>Leasing Agent</i>	Emery Bay Apartments	Lewisville, TX	Nov. 2005-Oct. 2006

## **Activities**

- Shows and Choral Activities: Yeomen of the Guard, Cinderella, , Kismet, Women’s Chorus
- Study Abroad program in Barcelona, Spain
- Owner and writer for <http://musingmarketing.com/>, a professional Marketing blog