

Ashley Alexander

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B.S. International Business in French – University of Texas at Arlington

Summary

Marketing Coordinator & Operations Builder with 10 years running a digital marketing and operations consultancy, owning complex production pipelines from concept through live execution. Built and managed systems moving 30+ client workflows at once, including a ClickUp, Zapier, and Claude-powered content pipeline that automates status tracking, stall detection, and internal and external follow-up. Planned and launched 600+ virtual events and hundreds of websites, coordinating deadlines, handoffs, clients, team members, and vendors across every stage of production. Hands-on in Meta Ads Manager, pixels, conversion events, Google Analytics 4, and UTM tracking, with nearly a decade prior in corporate finance sharpening the instinct to catch the one wrong field before it reaches the report. Defaults to automation, documentation, and building better systems around repeatable work, and is currently expanding into AI-assisted development with React, Supabase, Vercel, and GitHub.

Core Competencies

Production Board & Pipeline Management (ClickUp, Asana, Monday.com, Trello, Notion) · Launch Cadence, Handoffs & Deadline Management · Meta Ads Manager (Ad IDs, Pixels, Conversion Events) · Tag Integrity, UTM Tracking & Campaign Data Hygiene · Unblocking Cross-Functional Teams (Copy, Design, Video, Paid Media) · Stakeholder Follow-Through & Escalation Judgment · Organic Content Calendar & Social Media Management · Paid Social Advertising & Creative Production · Workflow Automation (Zapier, Claude, AI-Assisted Workflows) · SOP Development & Process Documentation · Google Analytics 4 & KPI Reporting · Graphic Design & Video Editing (Adobe Creative Suite, Canva) · Event & Campaign Launch Management (600+ Events) · Slack, Notion & Google Workspace

Professional Experience

Founder & Marketing Operations Consultant | Effervescent Efficiency / The Fempowered Professional
Jan 2016 – Present

- Designed, built, and manage the Hot Take Engine for ReadTomato, a content production pipeline serving 30+ clients a month, replacing a new spreadsheet per client per month with a single ClickUp and Zapier system, then rebuilding it in Claude with a bot at every stage that tracks status, flags stalls, and sends internal and external follow-ups, cutting administrative time per client to nearly zero.
- Build AI-assisted applications in React, Supabase, Vercel, and GitHub, including a personal operating system used as a working environment for going deeper on AI-assisted development, treating each problem as something to understand rather than hand off.
- Ran production pipelines across multiple concurrent client accounts, moving campaign assets, websites, and event launches from concept through review to live on agreed deadlines as the primary point of coordination between clients, team members, and vendors.
- Planned, managed, and launched 600+ virtual events for clients, owning the launch timeline, logistics, partner outreach, marketing strategy, and attendee experience from concept through execution.
- Developed and executed multi-channel campaigns across paid social, email, and organic content, setting up and managing Meta Ads Manager campaigns, pixels, and conversion events so performance data stayed accurate.
- Managed campaign tracking through Google Analytics 4, UTM parameters, and Search Console, and reported KPIs and campaign analytics that guided client decisions on what to scale and what to cut.
- Built and documented standard operating procedures (SOPs) for client onboarding, project workflows, and marketing execution, so team members could run each process without asking first.
- Implemented and administered project management systems (ClickUp, Asana, Monday.com, Trello, Notion) and Zapier automation workflows, replacing repeat manual steps with automated handoffs.

- Conducted AI audits for client businesses and built Claude and GPT-based workflows for documentation, content production, and process optimization, including a Claude-powered intake system connected through Zapier to Notion and Slack that cut a 40-minute manual process to under five minutes.
- Designed and launched hundreds of conversion-focused websites and automated sales funnels, managing each project from discovery through launch.
- Created brand identities and marketing collateral, including social templates, one-pagers, presentations, and promotional videos, using Adobe Creative Suite and Canva.
- Trained and supervised remote team members on processes, platforms, and service standards, and led hiring coordination from job posting through onboarding.

Technical Writer & Systems Analyst | Texas Instruments

Jun 2015 – Jul 2016

- Authored a 200-plus page user guide for a proprietary web application, collaborating with engineers and project managers to ensure accuracy, compliance, and on-time delivery.
- Hand-selected for a leadership taskforce that analyzed company systems and processes, recommended solutions, and rebuilt cross-department procedural documentation.

Earlier Career

- Accounting Software Company - Accounts Payable; Accounting Software Development Liaison (Mar 2014 – Jun 2015): Coordinated development of a new accounting software application with the executive team and developer, tracked tasks against deadlines, authored end-user documentation, and ran full-cycle Accounts Payable.
- May Group International - Junior Staff Accountant (Apr 2013 – Feb 2014): Reconciled a full year of general ledger and cash accounts, resolved discrepancies across current and prior years with the Controller/CFO, and wrote Excel VBA macros to cut manual error.
- SC Worldwide - Executive Assistant and Bookkeeper (Apr 2011 – Apr 2013): Supported company leadership as Executive Assistant and Bookkeeper across Texas and California offices, and stood up a new California LLC from registration through vendor contracts and staff supervision.
- Angmar Medical Holdings - Accounts Payable Specialist (Jan 2011 – Apr 2011): Managed full-cycle Accounts Payable for approximately 50 concurrent company accounts, resolving vendor discrepancies across every entity.
- JEH Company - Accounts Payable and Receivable Specialist (Jun 2010 – Jan 2011): Ran full-cycle Accounts Payable and Accounts Receivable order entry, and balanced daily cash, credit, and check transactions.
- Howard Supply Company - Accounts Payable Specialist and Clerk (Jul 2009 – Jun 2010): Handled full-cycle Accounts Payable and monthly credit card reconciliations across multiple locations.
- Children's Medical Center (Sep 2007 – Jul 2009) - Accounts Payable Clerk and Corporate Card Administrator: Built the corporate card program from scratch and managed vendor maintenance and W-9, W-2, and 1099 reporting.

Education

Bachelor of Science, International Business in French

University of Texas at Arlington – Graduated December 2014

Study Abroad: Paris, France – 2013