

# Ashley Bramwell

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A versatile team leader in the digital communications and marketing space.

## EXPERIENCE

### **Freelance Digital Marketer, Copywriter, Lead Generation** | [ashleybramwell.ca](http://ashleybramwell.ca)

Aug 2023 - Present | Victoria BC

- Managing a portfolio of clients, delivering high-quality copywriting, email marketing, and lead generation projects within tight deadlines.
- Developed, delivered, and measured integrated content strategies across multiple channels. Delivering high-quality copywriting services, ensuring that all content aligned with the clients' brand voice and effectively communicated key messages.
- Spearheaded email marketing campaigns, from concept to implementation, resulting in average open rate of 43%, click rate of 4% for clients that were previously not utilizing email marketing.
- Developed and implemented email marketing automations from the ground up, enhancing efficiency and personalization for clients' customer communications.
- Conducted comprehensive customer research for B2B clients, and leveraged market analysis tools and industry databases to compile a well-researched list of B2B leads, ensuring data accuracy and relevance to the client's business objectives.

### **Digital Media Manager & Business Development** | [Conscious Partners](http://consciouspartners.com)

Aug 2018 - Aug 2023 | Victoria BC

*Conscious Partners is a data-driven digital marketing agency, working exclusively with consumer products, services and technology that improve mental, emotional, and physical wellbeing.*

- Developed and implemented content strategies for a diverse range of clients in health, wellness, and innovation spaces, ensuring alignment with user-centric principles and corporate strategies.
- Conducted unmoderated and remote user experience testing (UserTesting.com, User Zoom, and Hotjar), extracting valuable insights to inform UX improvements for websites and landing pages that supported organizational priorities.
- Development and implementation of strategy, branding, UX and marketing campaigns for clients through Pay Per Click Advertising, Native Advertising, Blogs, Webinars, Podcasts.
- Specialized in conversion copywriting for advertisements, landing pages, social media, and paid media. Leveraged persona-driven messaging and value propositions to resonate with target audiences.
- Demonstrated adept project management, orchestrating cross-disciplinary teams across multiple time zones. Guaranteed on-time client deliverables with a focus on quality and profitability.
- Building high impact proposals that identify marketing opportunities and demonstrate the value of service delivery.
- Met Key Performance Indicators (KPI) metrics such as contributing to an increase of \$17,500 in monthly recurring revenue for the agency, and ensuring delivery of high-quality digital marketing services with a 20% profit margin.

### **Associate Media Buyer & Content Administrator** | [Abundance Digital](http://abundancedigital.com)

Feb 2017 - Sept 2018 | Victoria BC

*Abundance Digital develops digital services, products and technology for companies looking to succeed in the vast digital market.*

- Delivering Search Engine Optimized (SEO) content by procuring and managing a team of 30 writers, and managing a budget for content per site for 3 sites per week.

## 2 | ASHLEY BRAMWELL

- Researching and identifying new freelance writers, and training on SEO best practices.
- Development of SEO strategy including keyword research, pitching ideas, and quality control on finished content.
- Testing clients' websites and ensuring high-quality standards for SEO and UX metrics.
- Creating display advertising accounts on Google Ads and Microsoft Ads, ad copy testing, keyword research and bids, audience parameters, and ensuring a small daily ad budget before delegating accounts to the media buying team.

## EDUCATION

### **Master of Science, Psychology** | Queen's University

2014 - 2016 | Kingston ON | Specialization in Brain, Behaviour and Cognitive Sciences

Thesis: [Sensorimotor Memory Capacity](#)

Supervisor: [Dr. J. Randall Flanagan](#)

### **Bachelor of Arts Honours, Major in Psychology** | University of Western Ontario

2010 - 2014 | London ON

Thesis: [Reach-to-Grasp Actions Under Direct and Indirect Viewing Conditions](#)

Supervisor: [Dr. Derek Quinlan](#)

## COMMUNITY ACTIVITIES

### **Captain & Social Media Coordinator** | Hucklebears Women's Ultimate Frisbee Team

Feb 2023 - Present | Victoria BC

*The Hucklebears are Victoria's women Ultimate Frisbee club team, competing across Canada and the western United States.*

- Led and captained sports team, fostering teamwork, discipline, and performance enhancement.
- Produced engaging social media content, driving a 3x increase in team tryouts through enhanced online visibility.

## TECHNICAL TOOLS

- ActiveCampaign
- Applied Statistics
- Excel
- Facebook Ads
- Figma
- Google Analytics
- Google Optimize
- G Suite
- Hotjar
- Klaviyo
- Microsoft Office Suite
- Teamwork Platform
- Usertesting.com
- UserZoom

## PROFESSIONAL TOOLS

- Content Strategy
- Cost-Benefit Analysis
- Copywriting
- Customer Journey Mapping and Persona Creation
- Landing Page Design
- Pragmatic Marketing Framework Methodology
- Project Management
- Search Engine Optimization (SEO)
- SWOT Analysis
- Value Proposition Design
- User Experience (UX) Design

## PERSONAL SKILLS

- Decision making
- Identifying Service Opportunities
- Leadership
- Organization
- Project Management
- Proposal Development
- Service Orientation
- Stakeholder Relation Building
- Time Management