

# ASHLEY *efuse*

C O V E R . L E T T E R . P R E S E N T A T I O N



*recap*

# ABOUT ME

Ashlei Elise fell in love with marketing at an early age after watching far too many Coca-Cola & Nike commercials, as well as her overly competitive need to sell the most Girl Scout cookies smarter rather than harder. This passion carried her through her studies at UNC Charlotte, that then led to a successful career in corporate real estate marketing within student housing.

For more than 10 years, it has been Ashlei Elise's responsibility to create cohesive brand identity, generate leads that convert into sales, as well as monitor & enforce brand consistency across all social platforms from small businesses to large corporations.

For assets & brands that have struggled, Ashlei Elise has trained teams across the nation in the art of developing a brand's voice, connecting with targeted audience & personally led the charge in maintaining a consistently strong digital presence that led to increased revenue.

**cover letter presentation.**



**ASHLEI  
ELISE**



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*overview*

# COVER LETTER & PORTFOLIO

This presentation is a curation of the skills, talents and experience that best highlight the benefits and value that Ashlei Elise can add to your team. Have the opportunity to learn more about Ashlei Elise beyond the resume, how she has been successful in her field for nearly a decade, and some personal fun facts about her.

career

# MANAGEMENT & STRATEGY EXPERIENCE

## SOCIAL & MARKETING



### BRANDING & ANALYTICS

Through creative guerrilla tactics to leveraging sales funnel knowledge and SEO management, Ashlei Elise focuses on creating a cohesively strong brand identity with a combination of digital and physical marketing efforts within companies.

## SALES



### STRATEGY & OPERATIONS

From managing established budgets, to creating and projecting future budgets, Ashlei Elise employs historical data, market metrics and growth potential to garner attainable results.

## TEAMS



### TRAINING & RETENTION

Ashlei Elise believes that knowledge is key to the development of confidence and competence within employees. It has become a niche to observe processes and practices, before providing sustainable solutions that foster growth and employee, customer and/or vendor retention.



# remote SOCIAL

From 2017 to 2022, Ashlei Elise worked remotely covering a set region and later, over the entirety of a company's marketing and sales efforts. Her direct reports have been small with one to six team members to overseeing up to 125 employees.

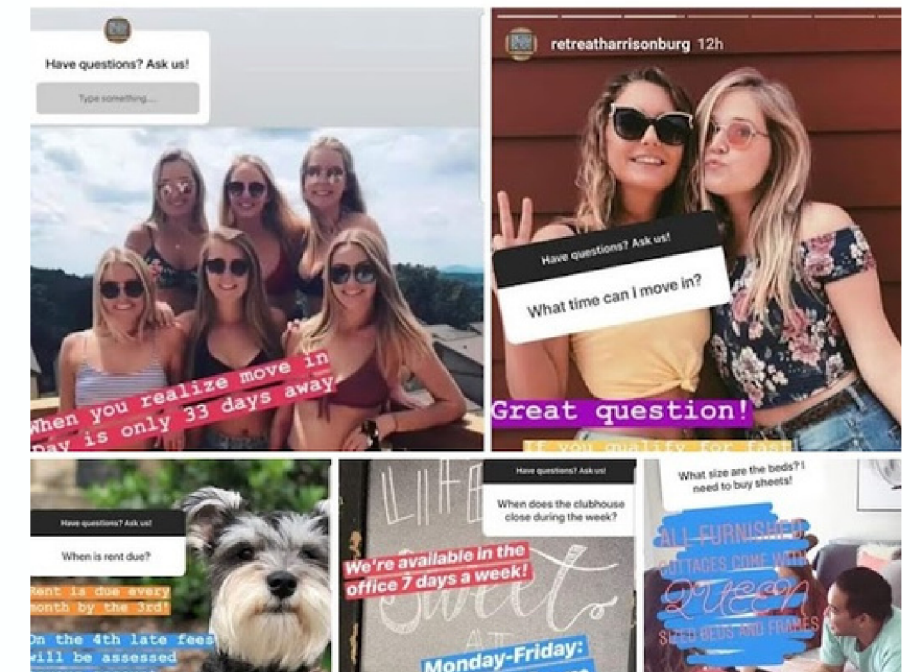
Remotely, Ashlei Elise has fine-tuned her efforts for developing, stable and struggling teams alike in the art of creating a brand's voice, connecting with targeted audience and personally led the charge in maintaining a strong social presence.



**SOCIAL.  
CAMPAIGNING SUPPORT**

Ashlei Elise is with Vanessa Young and 4 others.  
Jul 18, 2018 at 10:00 AM

Shout out to the team in Harrisonburg for their Instagram stories! This is an awesome example of staying in tune with new and fresh trends on social media while still staying true to our brand. Great job guys! #theAYEteam #askmeaquestion



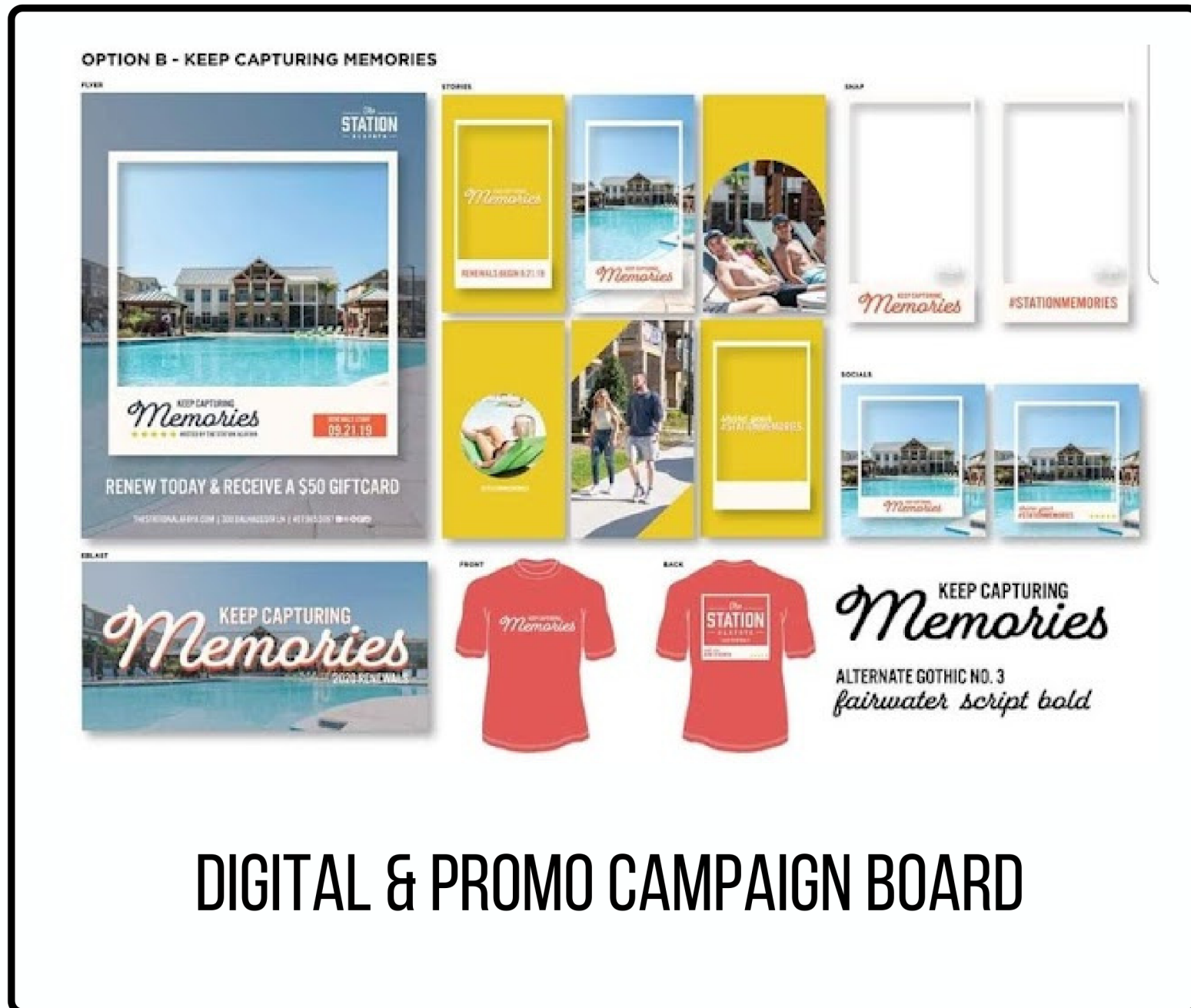
**REMOTE.  
SUPPORTING TEAMS**

examples of working remotely with teams to lead successful social efforts.

ashlei elise



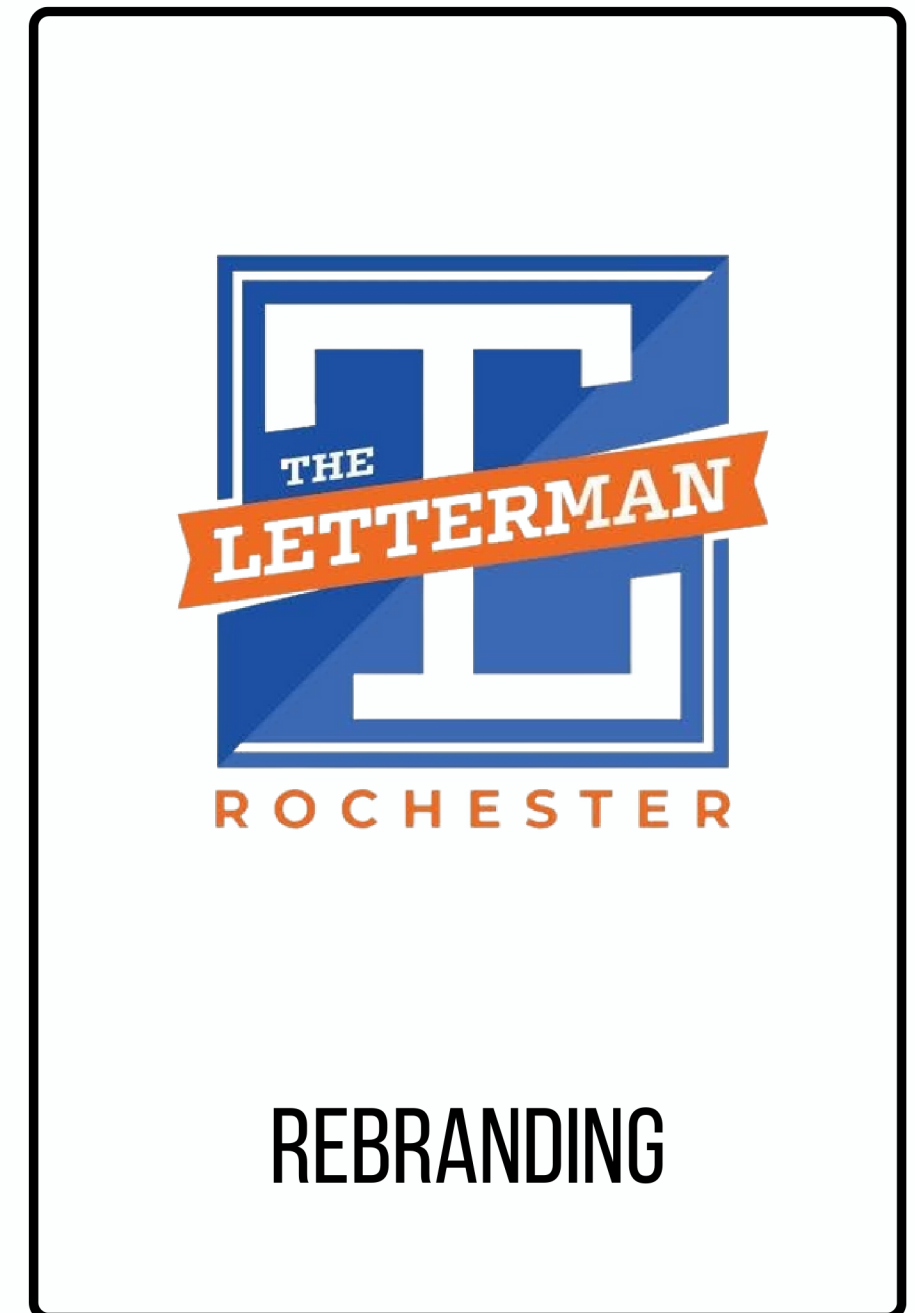
# graphics COLLATERAL



DIGITAL & PROMO CAMPAIGN BOARD



COLLATERAL



REBRANDING

# lease-up DEVELOPMENT

Within the Student Housing Industry, Ashlei Elise has led the charge with the launch and selling of newly developing properties:

- Grove at Pullman | 2012-2013 Pullman, WA
- Grove at Grand Forks | 2014 Grand Forks, ND
- Standard Charlottesville | 2017 Charlottesville, VA
- Retreat Raleigh | 2018-2019 Raleigh, NC

Within the Service Industry from 2012-2013, Ashlei Elise worked to open and lead customer care training over full new recruitment teams for Carolina Ale House.

- Winston-Salem, NC
- Concord Mills, NC
- Wilmington, NC



**2017 - 100% LEASED**



**2018 - 98.5% LEASED**

ashlei elise



# public SPEAKER

Ashlei Elise has had the opportunity to speak on a variety of topics as it relates to sales, digital marketing tactics as well as conversations around diversity, equity and inclusion, and leasing trends within the Student Housing industry at local, regional and national conferences, as well as several industry podcasts.

NAA Apartmentalize 2021 - Chicago, IL  
Student Housing Insight 2020 - Podcast  
Interface 2019 - Austin, TX  
SHI Regional Summit 2019 - Charlotte, NC

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**NATIONAL.**  
**APARTMENTALIZE 2021**



**REGIONAL.**  
**INTERFACE 2019**

Ashlei Elise encourages her team to strive for continued education opportunities. →



# *software* **EXPERIENCE**

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**WORDPRESS /  
SQUARESPACE**

MICROSOFT SUITE

**CANVA**

SURVEY MONKEY

**CAPCUT**

GOOGLE SUITE  
(ADWORDS & ANALYTICS)

**MASS TEXTING  
CAMPAIGNS**

HOOTSUITE

**CRM SOFTWARE**

ADOBE CREATIVE SUITE  
(ILLUSTRATOR & PHOTOSHOP)

**MASS EMAIL MARKETING  
& CAMPAIGN**

ASANA / TRELLO

*additional*  
**SKILLS & TALENTS**

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**ANNUAL BUDGETING**

**RECRUITMENT & HIRING**

**BRAND AMBASSADOR**

**ASSET MANAGER**

**TRAINING &  
MOTIVATIONAL COACH**

**PROPERTY  
MANAGEMENT**

**PHOTOGRAPHER**

**EDITING**

**EVENT PLANNING**

**CREATIVE DIRECTOR**

**CONTENT CREATION**

**GRAPHIC DESIGN**

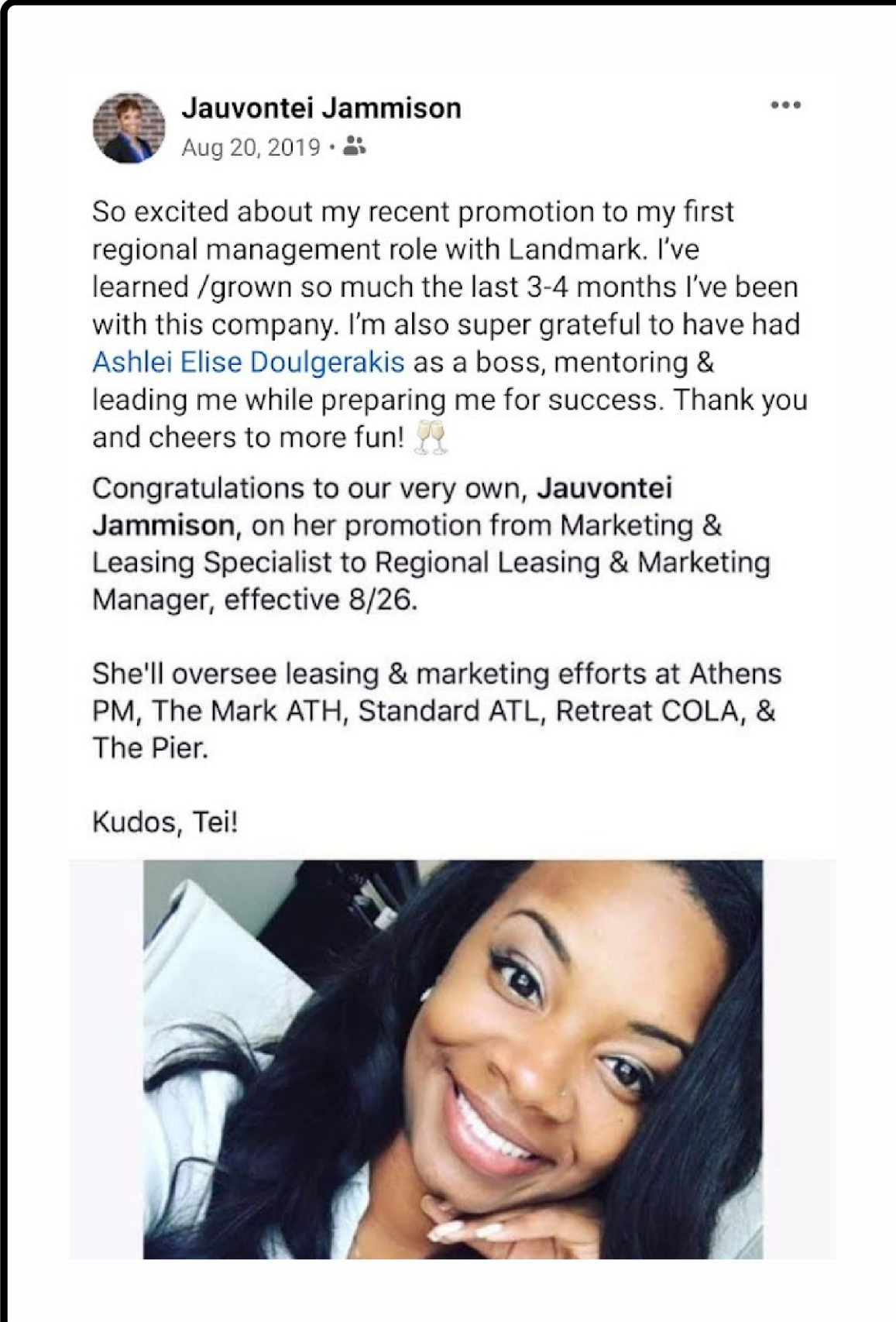
# peer TESTIMONIAL

As an Enneagram 2 – INFJ–T Advocate personality type, Ashlei Elise works diligently to connect and lead with empathy alongside her team and peers.

She has been fortunate throughout her career to have teachers and mentors that provided faith, coaching and praise as her career progressed. Ashlei Elise aims to be a light in the same way for others.

The desire to fill in the gap has led to creating trainings, development programs and team-building efforts that allowed for structure while creatively employing the general notion to "bring back the fun" from coast to coast, team to team, and person to person.

**cover letter presentation.**




**Jauvontei Jammison**  
Aug 20, 2019 • 🧑

So excited about my recent promotion to my first regional management role with Landmark. I've learned /grown so much the last 3-4 months I've been with this company. I'm also super grateful to have had [Ashlei Elise Doulgerakis](#) as a boss, mentoring & leading me while preparing me for success. Thank you and cheers to more fun! 🥂

Congratulations to our very own, **Jauvontei Jammison**, on her promotion from Marketing & Leasing Specialist to Regional Leasing & Marketing Manager, effective 8/26.

She'll oversee leasing & marketing efforts at Athens PM, The Mark ATH, Standard ATL, Retreat COLA, & The Pier.

Kudos, Tei!



\*\* LINKEDIN  
POST



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*last note*

# MORE ABOUT ME

This presentation – resume, cover letter, portfolio and hypothetical assignment – is simply the tip of the iceberg when it comes to who Ashlei Elise is and some of the positive impact she has had throughout her career within marketing, sales and creative consultation. Outside of work, here is a small glimpse of Ashlei Elise's personal joys, passions and future goals.

# visionary ENTREPRENEUR

While studying Communications: Mass Media and Journalism at the University of North Carolina at Charlotte, Ashlei Elise fell in love with finding unique stories and sharing them with her peers.

She took that love for story sharing and channeled it into a multi-media production company called The Elise Project.

Over the course of two years, she hosted 3 seasons of her live audience talk show "The Ashlei Elise Show," 2 seasons of her radio talk show "Ask & Tell," and a daily millennial news website. With the success of her shows, Ashlei Elise also completed speaking tours across the state and MC'd events around Charlotte, NC.

ashlei elise



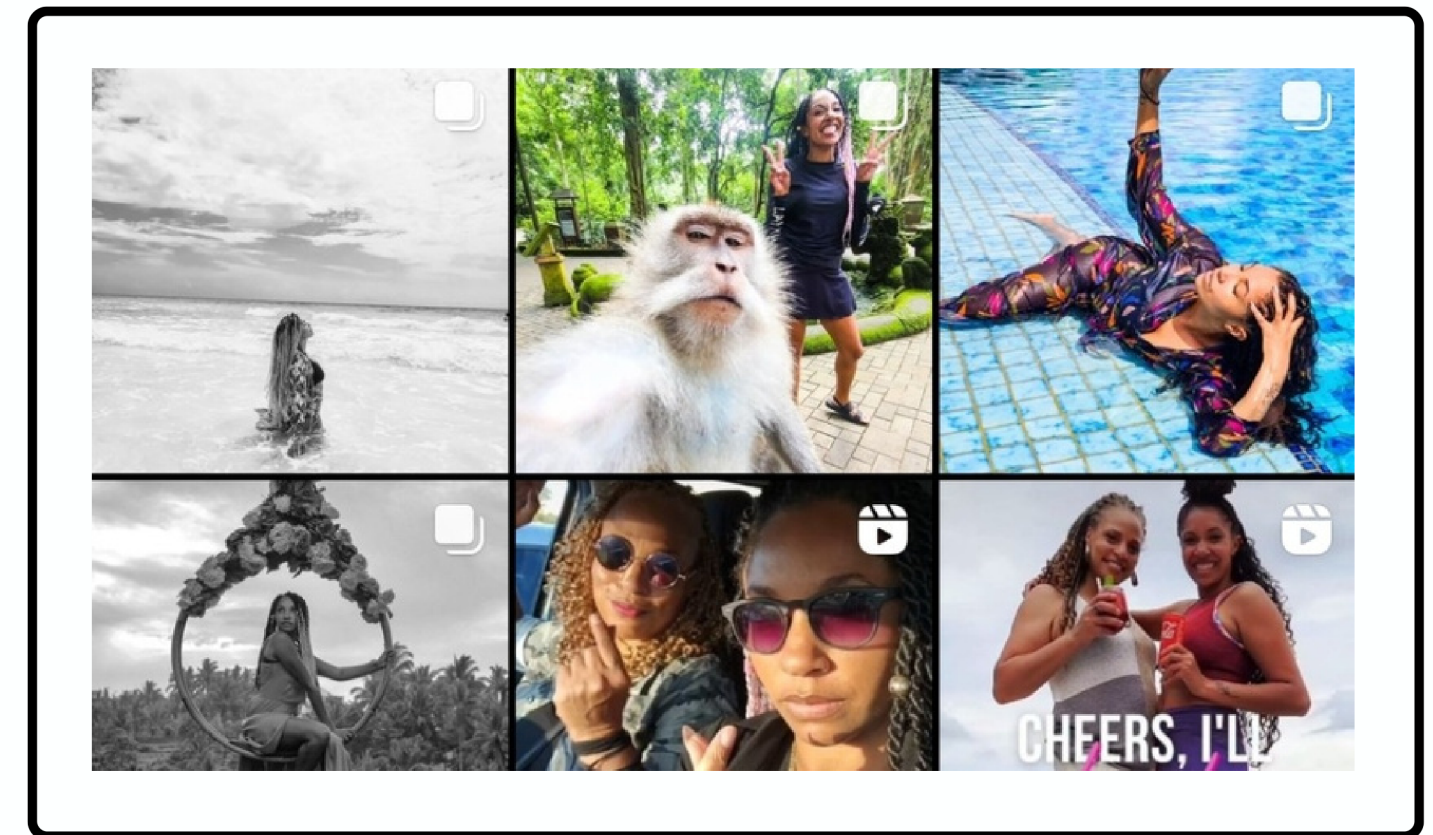
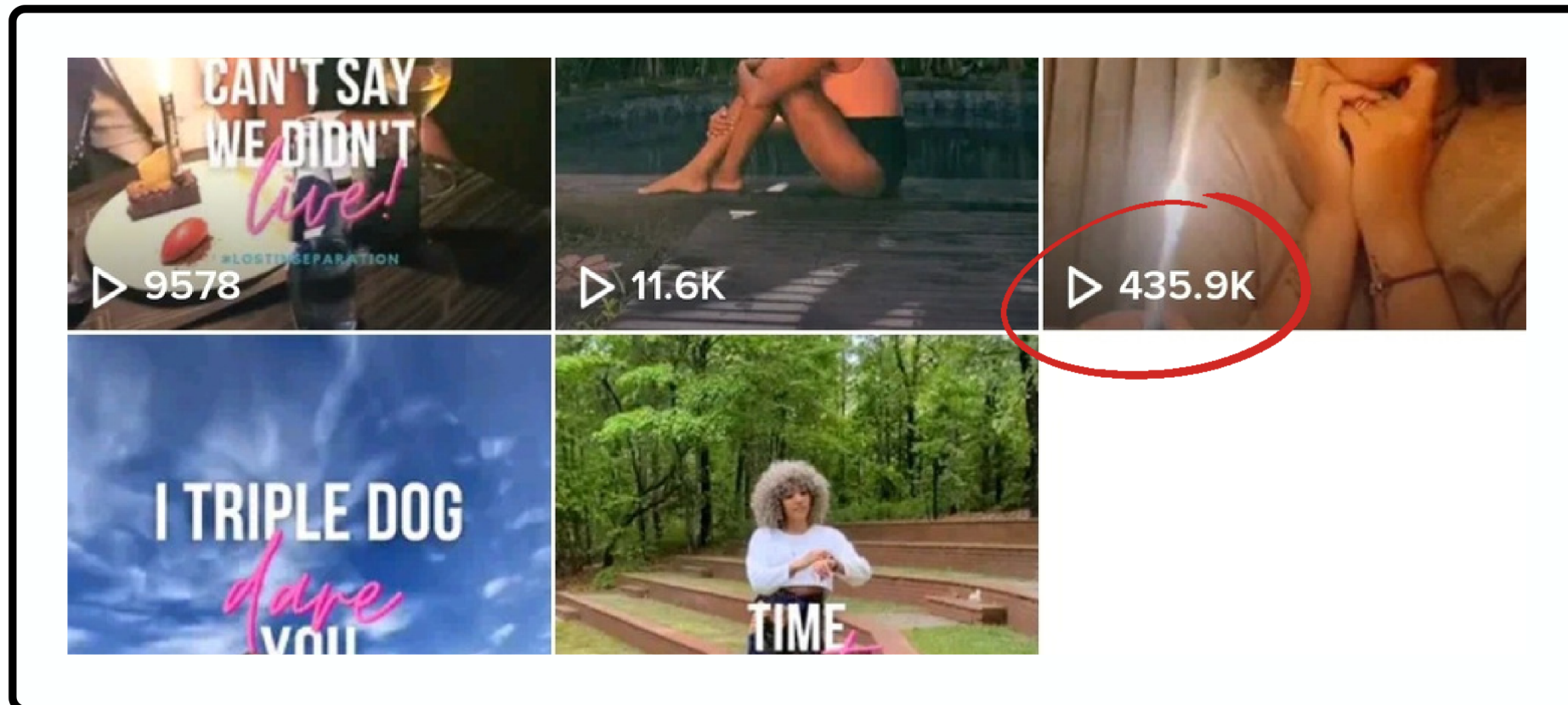
**TALK SHOW HOST & PRODUCER**



**MULTI-MEDIA COMPANY**

This unique experience was made possible with the dedication of 12-15 student volunteers that brought Ashlei Elise's dream to life.

# personal SOCIAL IMAGE



From the starting of her own multi-media company & talk show in college to her most recent personal projects, Ashlei Elise has continued to stay on social platforms' trending pulses both professionally & personally. Creating meaningful content is more than just a job, it's a passion.



# personal ASPIRATIONS

## GOALS:

As an avid planner, Ashlei Elise enjoys setting new goals throughout the year. Here are some of her 5 year aspirations.

- Write and publish first novel.
  - Purchase first home.
  - Travel to 5 new countries.
  - Help parents flip childhood home.
  - Achieve fitness & healthy lifestyle goals.
- Continue to establish a strong career within Marketing, Creative Directing & Consulting.

ashlei elise



## PASSION:

Collecting passport stamps, learning and exploring different cultures is a passion for Ashlei Elise. The first half of 2022, she took a sabbatical to travel the world as solo traveler - achieving a goal of hers since college. If she isn't traveling, you can find her reading a captivating book, dancing Salsa or cuddling with her Miniature Schnauzer puppy.

C O V E R   L E T T E R   P R E S E N T A T I O N

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*excited to work*  
**TOGETHER**

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