



ASHLEI ELISE MASON

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OBJECTIVE.

I am a detail-oriented marketing professional with 10+ years of marketing and sales operations experience, specializing in both B2B and B2C environments. I have developed a proficiency in Hubspot and Salesforce with a track record of building reports and dashboards. Within my career I have showcased strength in project management and timeline management, with a data-driven problem-solving ability to make structured recommendations to stakeholders, ownership groups and key decision makers. I am experienced in content marketing with a strong portfolio of published work and have developed a working relationship with companies such as Marvel, Nickelodeon, Disney and LucasFilms, OT Sports, the US Army and more.

Currently, I am seeking a challenging role to leverage my expertise in content marketing and strong project management skills in a dynamic virtual work environment. I thrive in a fast-paced and dynamic environment that empowers me to grow professionally. It is important for me to join a company culture that embraces a growth mindset, fosters bold ideas and maintains an ethical results-oriented environment. Outside of work you can find me lost in a book, with my puppy or traveling the world.

***Open to remote work and/or relocation; based on role, company culture and alignment.*

EXPERIENCE.

Marketing Director | Houston Astros – Fayetteville Woodpeckers

FAYETTEVILLE, NC | JULY 2022 - PRESENT

- Developed quantitative metrics, standard operating systems, and implemented marketing strategies for Minor League Baseball Single-A Affiliate. Executed digital marketing campaigns, analyzed data, and led grassroots and philanthropic non-profit efforts.
- Collaborated with cross-functional teams including sales, retail, sponsorship, community relations, live sports production, as well as MLB/MiLB and Houston Astros headquarters to drive branding and sales success.
- Launched multi-million-dollar identities, community initiatives, and professional sports player brands, while also positively impacting and leveraging the affiliate brand, retail products, and game-day sales.

Director of Marketing & Sales | Varsity Campus

REMOTE / CHICAGO, IL | NOV. 2019 – DEC. 2021

- Led a team of regional and onsite managers in a startup company from 75 to 125 employees: 6 direct reports.
- Managed annual budgets, KPIs, and coordinated CRM systems & company calendars across multi-million-dollar assets & pending acquisitions. Utilized Salesforce for CRM management, including building reports and dashboards, and collaborated with Salesforce administrators to streamline data management.
- Served as a national and regional panelist speaker on marketing and sales expertise, industry trends, and diversity, equity, and inclusion.

Regional Leasing & Marketing Manager | Landmark Properties

REMOTE / ATHENS, GA | NOV. 2017 – NOV. 2019

- Consistently achieved annual revenue growth of 4-8% through strategic sales initiatives.
- Developed and delivered training programs for internal retention efforts and external recruitment.

Roving Sales & Marketing Manager | Campus Crest

PULLMAN, WA / CHARLOTTE, NC | MARCH 2013 – NOV. 2017

- Created marketing collateral, executed email marketing campaigns, and managed social media content.
- Developed and delivered training programs for internal retention efforts and external recruitment.

EDUCATION.

University of North Carolina at Charlotte | Communications & Mass Media | 2008-2012

SKILLS & ADDITIONAL EXPERIENCE.

- Adobe Creative Suite.
- Canva.
- MS. Office Suite.
- CRM. Salesforce.
- Hubspot.
- Tricaster. Daktronics.
- Google Analytics & SEO.
- Slack. Teams.
- Asana. Trello. Monday.com
- Basecamp.
- Bit.ly.
- Expensify.
- Survey Software.
- Guerilla & Grassroot Marketing.
- Photography.
- Program Development.
- Annual Budget Management.
- Website Development.
- Squarespace. Wordpress. Forge.
- Email Marketing Campaigns.
- Sponsorship & Activation.
- Fundraising.
- Event Planning.
- Retail.
- Payroll & HR.
- Market Analysis.
- Property Management.
- Business Development.
- Content Creation.
- Product Design.
- Customer Retention.
- Public Speaking.
- Mentorship. Coaching.
- Volunteer.
- Leadership.
- Recruitment.
- Entrepreneurship.
- Social Platforms. Meta (Facebook, Instagram). Tiktok. Youtube.
- Digital Advertisements.
- Radio.
- Livestream Broadcast.
- Press Release. Copywriting.
- Video Director, Producer, Editor.
- Print & Digital Collateral.

ENTREPRENEURSHIP.

The Elise Project | The Ashlei Elise Show | Nov. 2010 – May 2012

[Portfolio & References.](#)