

ASHLEY RUTH JONES

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MARKETING COORDINATOR

Creative – Collaborative – Dynamic

As a versatile, results-driven creator with a passion for engaging audiences, I am dedicated to bringing visions to life through high-impact content creation, compelling storytelling, and productive cross-functional operations.

SUMMARY OF QUALIFICATIONS

- ✓ **Strategic and confident** with a solid understanding of the creative process from pitch to post. Combines a big-picture vision with an eye for detail to guide data-driven campaigns, harness individual talents, and facilitate cohesive logistics.
- ✓ **Effective communicator** with a natural ability to connect with people of all walks of life, from stakeholders to talent to executive artistic staff. Collaborative team player; thrives when working with others toward a common goal.
- ✓ **Organized and efficient**, effectively manages shifting priorities under stress in a fast-paced, deadline-driven environment.
- ✓ **Solution-focused and adaptable**, willing to go above and beyond to produce data-driven results.
- ✓ **Receptive and respectful** self starter with a positive attitude and high standards for integrity, honesty, and accountability.
- ✓ **Tech-savvy** with proficiency in: *Microsoft Office, G-Suite, Keynote, Adobe Creative Suite, Asana, Stensul, Wordpress, Sibelius*

PROFESSIONAL EXPERIENCE

MARKETING COORDINATOR - Domestic Touring, Disney Theatrical Group May 2022 - Present

- Execute engaging marketing campaigns for North American Broadway touring productions of *The Lion King, Frozen, and Aladdin* from inception to completion across 70+ cities each season.
- Manage the creation of marketing assets for all DTG tours, including emails, social posts, FOH, outdoor, collateral, TV, and radio; I schedule flights, brief creative requests, write compelling copy, and gather approvals from agencies and local marketing partners.
- Take the lead in the strategy and scheduling of the Touring department's email/SMS communications, building out emails from start to finish in Stensul, creating artwork, writing copy, and collaborating with stakeholders to incorporate and execute offers.
- Collaborate cross-functionally across internal teams (Sales, Ticketing, Marketing, Finance) and outside agencies; I created new workflow strategies that optimized efficiency and communication amongst stakeholders.
- Analyze campaign performance reports, ticketing wraps, and local trends on a regular basis, adjusting as necessary the tactics, creative assets, and copy being used across multiple channels.
- Identified untapped ways to leverage consumer data for digital, social, and OTT campaigns. With this new strategy, paid media plans are more efficient in targeting audiences, delivering greater impressions, driving engagement, and generating sales.
- In-person activations and group sales events: I created new assets for presentations and coordinated with local markets, technical directors, stage management, and DTG teams to bring to life Group Sales Events in premiere TLK markets.

MARKETING CONSULTANT, Freelance October 2019 - June 2022

- Reinvented branding packages and local marketing strategy in line with industry trends, raising profitability and engagement.
- Coordinate strategic brand partnerships, integrated marketing campaigns, and features in print and digital publications.
- Design, launch, and maintain company websites; optimize web content to improve SEO and refine designs utilizing A/B testing.
- Present projects to clients and implement strategic planning to create material that fits their needs and digital marketing budget.

PROFESSIONAL ACTOR, Actors Equity Association March 2012 - Present

- Show up physically prepared to sing, dance, and act in leading roles 8 times a week; reliable and resilient in a competitive field.
- Collaborate across departments (directors, music, technical designers, producers) to create entertaining and inspiring performances in a fast-paced and high-stress environment.
- Strong verbal communication skills and improvisation foster creative collaboration and problem-solving across teams of creatives.
- Selected credits: White House, Hollywood Bowl, LA Phil, World and Regional Premieres, Touring Companies, Commercials

LEAD TUTOR, ibidPREP September 2019 - June 2022

- Instill proficiency and confidence in students as they prepare for tests to gain acceptance to elite learning institutions.
- Adapt lessons to compassionately support learners of all levels (IEPs, Gifted and Talented, etc.), generating new teaching materials while adhering to NYS Common Core curriculum standards.
- Communicate details with managing director and parents to ensure all needs are being met; strong organizational skills.
- Work independently to meet deadlines and provide administrative support: manage session scheduling, maintain billing database.

EDUCATION

B.A. Musical Theater, University of California, Los Angeles (2014)