

# 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 from all walks of life, from stakeholders to talent to executive artistic staff. Collaborative team player who 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-informed 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 Suite, 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 across emails, social posts, FOH, outdoor, collateral, TV, and radio; schedule flights, brief creative requests, write compelling copy, and gather approvals from agencies and local marketing partners.
- Take the lead in the scheduling and strategy 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.
- Create new workflow strategies that optimized efficiency and communication amongst internal teams (Sales, Ticketing, Marketing, Finance) and outside agencies.
- Consistently analyze campaign performance reports, ticketing wraps, and local trends, adjusting as necessary the tactics, creative assets, and copy being used across multiple channels.
- Assist in planning in-person activations and group sales events; create new assets for presentations and coordinate 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

- Created comprehensive branding packages and marketing strategies responsive to the latest industry trends.
- Executed strategic brand partnerships, integrated marketing campaigns, and features in print and digital publications.
- Designed, launched, and maintained websites; optimized web content to improve SEO and refine designs utilizing A/B testing.
- Identified untapped ways to leverage consumer data for digital, social, and direct to consumer marketing, resulting in greater impressions, engagement, sales.

#### **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.
- Employ strong verbal communication skills and improvisation to 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

- Instilled proficiency and confidence in students as they prepared for tests to gain acceptance to elite learning institutions.
- Adapted 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 and corporate policies.
- Identified and implemented new technology for learners during the COVID-19 pandemic that offered detailed reporting to clients.
- Communicated details with managing director and parents to ensure all needs were met; strong organizational skills.
- Worked independently to meet deadlines and provide administrative support; managed scheduling, maintained billing database.

### EDUCATION

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