

# ASHLEE B GLASER

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## PROFESSIONAL SUMMARY

With a proven track record in strategic marketing and social media advertising, I excel at developing and executing impactful campaigns that drive brand visibility and revenue growth. As a Sr. Strategic Account Manager, I assist cross-functional teams with building out marketing strategies and optimizing campaigns through data-driven insights, ensuring a positive return on investment.

## SKILLS & SOFTWARES

- Microsoft Word, PowerPoint, Excel
- Adobe Photoshop, InDesign, Premiere Pro
- Communication and Problem-Solving
- Google Ads Manager, Salesforce, Meta Ads Manager & Business Suite, Hubspot, CapCut, Canva
- TikTok, Instagram, Facebook, Threads, YouTube
- Proficient in building, fostering and maintaining professional relationships

## EMPLOYMENT HISTORY

### **Sr. Strategic Digital Account Manager | Los Angeles Times**

**May 2022 - Present | El Segundo, CA**

- Analyze partner briefs and strategize with Sales, Marketing, and Branded Content team members to formulate effective digital media plans based on client KPIs.
- Act as the central point of contact for a team of 5 account managers in handling all branded partnership social media requests for LA Times' Instagram and Facebook channels.
- Maintain clear and open communication with all clients and internal teams, fostering strong relationships.
- Pull daily Google Ads Manager reports to recommend optimizations and track pacing of high value Entertainment campaigns.
- Provide in-depth reporting on all digital campaigns, offering insights both during and after campaign completion.
- Utilize Google Ads Manager to extract and analyze campaign metrics, enabling accurate data forecasting and the preparation of rate cards and packages for FYC campaigns.

### **Digital/Print Advertising Coordinator | Los Angeles Magazine**

**July 2021 - June 2022 | Culver City, CA**

- Streamlined asset management by collecting and organizing digital and print assets in the company's Dropbox and server.
- Conducted in-depth analysis of social media competitors and social channel analytics to create well informed and effective social media marketing plans.
- Drove significant growth on Instagram, boosting followers by 1,000+ monthly for 3 months in a row, through strategic content and engagement efforts.
- Successfully executed campaigns using a range of tools, including HubSpot, Later, and WordPress, efficiently managing projects and ensuring seamless implementation.

## PREVIOUS EDUCATION

### **University of Nebraska | Bachelor's of Advertising and Public Relations**

**August 2015 - December 2019**

*Vice President of Public Relations, Panhellenic Executive Board*

*Outstanding Senior, Communications Department*

*Volunteer, Habitat for Humanity*

*Volunteer, Kearney Area Children's Museum*