

ASHLEE B GLASER

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www.thesethreebees.com | Los Angeles, California 90028

SKILLS & SOFTWARES

- Excel at building, fostering, and maintaining professional relationships
- Experienced in Internal & External Communications across various teams
- Proficient in daily campaign management and optimizations
- Ability to handle a high volume of daily campaigns
- Microsoft Word, PowerPoint, Excel & Adobe Photoshop, InDesign, Premiere Pro
- Google Ads & Analytics, Salesforce, Airtable
- Meta Business & Ad Suite, TikTok Ad Manager, YouTube Studio

EMPLOYMENT HISTORY

Digital Account Manager | Hearst Magazines, Inc.

May 2025 - Present | Santa Monica, CA

- Partnered with clients and cross-functional teams to assess marketing objectives and develop integrated strategies leveraging Hearst's full portfolio of advertising products.
- Developed data-driven media plans designed to meet client KPIs, drive revenue, and maintain profitability in line with business rules and margin goals.
- Led campaign kickoffs, established project timelines, coordinated creative assets, and identified optimization opportunities to maximize campaign performance.
- Monitored live campaign performance and provided actionable insights and optimizations; contributed to post-campaign analyses and wrap reports to support renewals and upsells.
- Maintained expert knowledge of ad products, workflows, and systems, proactively identifying opportunities for process and product improvements
- Project managed campaigns with \$1MM+ revenue tied to them and ensured full delivery through on-site and off-site paid promotion.

Sr. Strategic Digital Account Manager | Los Angeles Times & Los Angeles Times Studios

May 2022 - May 2025 | El Segundo, CA

- Analyzed partner briefs and collaborated with internal Studios, Sales, Client Solutions & Marketing teams to build standard and custom media plans for major studios' television/film releases & Awards campaigns to formulate effective digital media plans based on client KPIs.
- Provided in-depth reporting on all digital campaigns, offering insights/optimization recommendations throughout campaign completion.
- Utilized Google Analytics to extract and analyze campaign data when creating rate cards and packages for Emmys, Oscars, various other award shows, and non-endemic campaigns.
- Acted as the central point of contact in handling all sponsored ads and sponsored organic social posts for the LA Times' Instagram and Facebook channels.
- Project managed campaigns with \$200,000+ revenue tied to them and ensured full delivery through on-site and off-site paid promotion.

Digital/Print Advertising Coordinator | Los Angeles Magazine

July 2021 - May 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.

PREVIOUS EDUCATION

University of Nebraska - Kearney | Bachelor's of Advertising and Public Relations