

Ashley Dahms

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EXPERIENCE

Digital Marketing Specialist

Voorhees, NJ (Remote)

Freelance

08/2017 - Present

- Designed and delivered engaging, brand-specific content for platforms including Instagram, TikTok, Facebook, LinkedIn, X, and Pinterest, working with notable clients such as Ulta Beauty, It's a 10 Haircare, Moon Oral Care, and Express.
- Utilized creative tools like Canva, Photoshop, Lightroom and other software to produce high-quality graphics, images, and video content tailored to each brand's identity.
- Analyzed social media campaign performance using platform-native tools (Facebook Insights, Instagram Analytics, LinkedIn Analytics, etc.) and Google Analytics to evaluate engagement, reach, and conversion data, providing actionable insights to optimize future strategies.

Email Marketing Coordinator

Ridgefield Park, NJ (Remote)

Prudent Publishing

08/2022 - 11/2023

- Developed, tested, and deployed over 200 responsive HTML email campaigns to B2B and B2C contacts within a one-year period.
- Conducted compatibility tests to ensure functionality across various platforms, implemented strategic changes through A/B testing, and achieved a 97% inbox placement rate.
- Spearheaded the ideation and execution of successful Valentine's Day and Halloween themed email campaigns, leading to a 25% increase in customer engagement and a 10% rise in sales.
- Utilized Salesforce and MailChimp for customer relationship management, overseeing customer journeys, executing list segmentation, scheduling emails, and sourcing data.
- Collaborated with internal teams to develop copy, creative, and other elements, contributing to content aligned with marketing objectives.
- Analyzed key performance indicators of campaigns, generated weekly reports, and provided actionable insights to managers.

Marketing Administrator

West Berlin, NJ

Filan & Conner

10/2021 - 05/2022

- Developed and executed marketing materials, including logos, business cards, folders, and advertisements, to reinforce brand identity and engage clients.
- Revamped and maintained the company website with updated imagery and SEO-focused copy, resulting in a 30% boost in traffic and improved user navigation.
- Planned and oversaw Google Ads campaigns to drive targeted traffic, enhance lead generation, and support overall marketing goals.
- Produced captivating social media content for platforms like Facebook and Instagram using tools such as Photoshop and Canva. Oversaw account management by scheduling posts, fostering audience interaction, and maintaining consistent engagement to elevate brand presence.
- Handled 20+ inbound customer inquiries daily with efficiency, addressing questions, scheduling appointments, and ensuring high-quality customer service while driving sales.

Owner

Cherry Hill NJ

Natural Beauty Skin Care Studio

04/2014 - 09/2020

- Provided services including organic spray tanning, eyelash enhancements, infrared saunas, and light therapies.
- Researched trends in the beauty industry to help plan marketing strategies and find new ways to connect with customers.
- Designed digital and print materials such as merch, banners, brochures, business cards, email campaigns, and social media content.
- Led a team of 6+ employees, overseeing all facets of the business, including operations, finance, and human resources.
- Developed and updated website with images, videos, and other spa information including an appointment booking feature.
- Surpassed YoY revenue growth goals by 20% and contributed to the profitable sale of the business.

SKILLS

Adobe Creative Suite, AMPscript, Canva, Copywriting, CRM Software, Customer Service, Data Analysis, Detail-Oriented, Google Ads, HTML, HubSpot, Inbox Monster, Inshot, Litmus, Mailchimp, Microsoft Office Suite, Project Management, Sage X3, Salesforce, SEO/SEM, Sprout Social, Time Management, Wix, Wordpress

EDUCATION

BS Marketing - 2026

Southern New Hampshire University, GPA 3.96/4.0

CERTIFICATIONS

Email Marketing

Mailchimp 2024

Email Marketing

Hubspot 2022

Inbound Marketing

Hubspot 2022

Social Media Marketing Capstone

Meta 2024

Ads Display

Google 2021