

# Ashley H. Danielson

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## PROFESSIONAL EXPERIENCE

### **Trilix, Des Moines, Iowa**

#### *Project Manager – February 2014 to Present*

- Manage client work from start to finish throughout the agency
- Maintain good working relationship with numerous key clients
- Direct client contact on key clients for multiple campaigns

#### *Media Specialist – June 2011 to January 2014*

- Plan, coordinate and buy all preferred forms of media for clients aligned within established budget.
- Develop client media plans for the year by negotiating with media sales representatives to secure the best price for our clients with small budgets to invest in multiple media forms.
- Create media flowcharts and update plans, dates and price changes.
- Manage media buying and planning for regional clients including acting as client contact, project manager and production manager for radio spot production for client.
- Plan and coordinate promotional events for clients with media outlets including client interviews and local businesses.
- Handle invoices from media vendors and reconcile with client schedules and budgets to ensure proper execution for the client.
- Execute billing for media clients each month, including writing billing letters for clients with manual invoices completed as needed.
- Manage and suggest new media options for incoming clients that came on board through company acquisition.

#### *Media Coordinator – June 2009 to June 2011*

- Assisted Media Director with media planning for clients and developed production calendars for media clients to track when ads were due. Developed media and client contact sheets for future reference.
- Introduced to media buying by placing print and outdoor media for clients. Continued to develop media buying skills by placing broadcast orders for both radio and television, as well as placing online/digital campaigns for clients.
- Met with media representatives along with Media Director to find new opportunities for clients, and developed and brainstormed possible client involvement with media outlets. Met with clients frequently to develop relationships.
- Planned and coordinated promotional events for clients with media outlets including client interviews and local businesses.
- Assisted in planning efforts and running the on-site media center for client event. Placed with key client and industry representatives and key members of media to assist when needed throughout the event based on industry knowledge and past experience. Conducted research and gained event feedback for client by utilizing surveys from event attendees and exhibitors during event.

## EDUCATION

**Greater Des Moines Leadership Institute, Des Moines, Iowa**  
Class of 2015

**The University of Iowa, Iowa City, Iowa**  
BBA Marketing, BBA Management and Organizations  
Henry B. Tippie College of Business

## ORGANIZATIONS

**Iowa Chapter of the American Marketing Association, Des Moines, IA**

#### *VP of Sponsorships – September 2010 to Present*

- Volunteer member on the AMA Iowa Board of Directors, also serving on committees for individual events throughout the year.
- Secure over \$325k in sponsorship dollars (cash and in-kind) in the 2013-2014 program year.
- In the 2012-2013 program year, helped AMA Iowa achieve Chapter of the Year among all AMA chapters internationally.
- Multiple year "Monster of a Job" recipient, voted on by fellow AMA Iowa board members.
- Manage Director of Sponsorships and volunteer members by assigning and managing responsibilities throughout the year.
- Build local sponsor relationships and use connections to assist Programming committee members in securing speakers
- Three-time AMA Leadership Summit attendee, held annually in Chicago. Presenter at AMA Regional Retreat in 2014.

#### *Director of Sponsorships – July 2010 to September 2010*

- Nominated for board position from the 2009 program year President of the Iowa Chapter.
- Successfully created a separate Sponsorships Committee, recognizing the importance of sponsorships for the chapter.
- Promoted to VP of Sponsorships by fellow board members and recruited an additional board member to fill the Director of Sponsorship position.

## COMMUNITY INVOLVEMENT

Young Professionals Connection Des Moines, Social Media Club Des Moines, University of Iowa Alumni Association, Kosama Clive, Greater Des Moines Leadership Institute, Youth Emergency Shelter & Services