

Ashley M. Powers

CONTACT

Chicago, Illinois

ampowers28@gmail.com

317.385.6260

ashley-m-powers.com



CAREER TIMELINE

- 2019 – present**
 - Chicago Council on Global Affairs**
 - Web Director
 - Assistant Director of Web
- 2012 – 2019**
 - Chicago Architecture Center**
 - Sr. Manager of Web
 - Manager of E-commerce
 - Web Specialist
 - E-commerce Supervisor
- 2010 – 2012**
 - Encyclopaedia Britannica**
 - Marketing Assistant
 - Email Campaign Coordinator
- 2009 – 2010**
 - MyPublisher**
 - Marketing Assistant
 - Receptionist
- 2008**
 - Sister Public Relations**
 - Student Intern

Digital leader with 10+ years of experience overseeing websites for non-profit organizations and cultural institutions across multiple CMS ecosystems. Expert in platform modernization, accessibility, and data-informed optimization. Trusted partner to executive leadership, known for aligning digital infrastructure with business goals while delivering scalable, high-quality user experiences.

TECHNICAL SKILLS

Programming

Advanced knowledge of HTML/CSS

Google Marketing Platform

GA4, Adwords, TagManager

Content Management Systems

Drupal, Shopify, Wordpress, Webflow, Wix

CRM Tools

Salesforce, Tessitura

Adobe Suite & Design Tools

Photoshop, Illustrator, InDesign, AfterEffects, Figma

Project Management

AirTable, Zapier, Jira, Basecamp, Asana; Agile methodologies

WORK EXPERIENCE

Digital Project Management & Web Production

- **Digital roadmap:** Directed a website rebuild and redesign, leading the migration of 2,000 pages and driving a 50% increase in users.
- **Project management:** Orchestrated a major microsite development, generating a 10% increase in clickthrough rates and doubling digital reach.
- **Data-driven decision-making:** Managed online store operations by strategically curating collections and designing promotions informed by web analytics.
- **Website governance:** Oversaw day-to-day web operations, including quality assurance, image optimization, and SEO-aligned copy refinement.
- **Accessibility compliance:** Executed a brand refresh across digital platforms, implementing new colors and fonts while maintaining WCAG 2.1 compliance.
- **Content ownership:** Independently rebuilt online store following third-party departure, managing content updates while saving 30% on development costs.
- **ROI-focused execution:** Conceptualized and executed a high-impact ticket lottery program, generating over \$20,000 in unplanned revenue.

Team Leadership

- **Budget management & financial oversight:** Stewarded annual budgets ranging from \$250K - \$2M for web platforms and IT services.
- **Technical team mentorship:** Managed a cross-functional team of designers, frontend & backend developers, and editors while influencing broader marketing and content teams through shared workflows and standards.
- **Vendor management:** Owned vendor selection and partnerships for SaaS and technical consultants, leading negotiations and cost optimization.
- **Executive communication:** Collected stakeholder feedback and communicated progress to executive leadership during web projects.
- **Cross-functional coordination:** Served as the primary point of contact in projects with internal stakeholders, governing expenses, ensuring brand consistency, and coordinating the seamless integration of third-party tools.

FREELANCE WEB DESIGN CLIENTS

5 years of digital consulting and freelance leadership
Provided strategic web, UX, and CMS consulting for nonprofit and cultural organizations, supporting platform modernization and digital growth initiatives.

