

# Ashley M. Powers

## CONTACT

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## 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

Web professional with 10+ years of experience leading website production across various CMS platforms and 7+ years of cross-functional collaboration spanning marketing, research, content, and technical teams. Brings five years of freelance experience managing multiple projects with precision. Clearly communicates digital strategies and builds strong relationships with stakeholders at all levels, from staff to executive leadership and boards.

## WORK EXPERIENCE

### Digital Project Management & Web Production

- Oversaw day-to-day web operations, including troubleshooting, quality assurance, image optimization, and SEO-aligned copy refinement.
- Managed daily online store operations by strategically curating collections, updating inventory, and designing promotional visuals informed by web analytics.
- Led an agile-driven overhaul of a Drupal site, upgrading from v7 to v9 and migrating 2,000 pages, resulting in a 50% increase in average monthly users.
- Executed a comprehensive brand refresh across digital platforms, implementing new colors and fonts while maintaining WCAG 2.1 compliance.
- Orchestrated a major microsite development, generating a 10% increase in clickthrough rates and doubling digital reach.
- Independently rebuilt online store following third-party departure, saving 30% on development costs.
- Conceptualized and executed a high-impact ticket lottery program, generating over \$20,000 in unplanned revenue.
- Resolved integration challenges by coordinating the conversion of online ticketing system API (from SOAP to REST).

### Team Leadership

- Managed annual budgets ranging from \$250K - \$2M for web platforms and IT services.
- Supervised and cultivated a team of four, including a designer, developer, jr. developer, and editor.
- Directed consultant and SaaS vendor partnerships, spearheading vendor re-evaluation, contract negotiations, and cost optimization efforts.
- Collected stakeholder feedback and communicated progress to executive leadership during website builds.
- Served as the primary point of contact in projects with external stakeholders, governing expenses, ensuring brand consistency, and coordinating seamless integration of third-party tools.

## 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

## FREELANCE WEB DESIGN CLIENTS

