

Ashley M. Powers

CONTACT

Based in Chicago, IL
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SKILLS

Programming

Advanced knowledge of HTML/CSS

Content Management Systems

Drupal, Shopify, WordPress, Webflow, Wix

Adobe Suite & Design Tools

Photoshop, Illustrator, InDesign, AfterEffects, Figma

Project Management

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

Google Marketing Platform

GA4, Adwords, TagManager

CRM Tools

Salesforce, Tessitura

Copyediting for Search Engine Optimization (SEO) and web accessibility standards

EDUCATION

Web Design Certification

School of the Art Institute of Chicago

Bachelor of Science

Purdue University

SUMMARY OF QUALIFICATIONS

- 10+ years of experience spearheading the day-to-day **production and enhancement** of websites across various content management systems.
- 7+ years of experience facilitating **seamless collaboration** across marketing, research, content, and technical teams within cross-functional IT/Marketing roles.
- Proficient in executing **digital content strategies**, leveraging user feedback and harnessing insights from Google Analytics to drive informed decision-making.
- Through 5 years of freelancing, I have proven to be a proactive multitasker, adept at **anticipating client needs** while juggling diverse projects with meticulous attention to detail.
- Effectively communicated website development strategies and **cultivated relationships with diverse stakeholders**, from staff to leadership teams and boards of directors.

WORK EXPERIENCE

Chicago Council on Global Affairs

Web Director | May 2024 - Present

- Oversee day-to-day web management operations, including thorough troubleshooting, meticulous quality assurance, optimizing images, and polishing copy to align with SEO best practices.
- Manage a \$250K+ annual budget for web platforms and IT services, overseeing consultants and SaaS tools and leading vendor re-evaluation, contract negotiation, and cost optimization efforts.
- Lead the development of an interactive SharePoint training hub that improves internal technical knowledge and empowers staff to independently build and publish web pages.
- Collaborate cross-departmentally to engineer and integrate AirTable systems with web workflows, delivering tools such as an event tracker for public programs and a participant database supporting the Emerging Leaders Program.

Assistant Director of Web | September 2019 - May 2024

- Implemented agile methodology to champion the overhaul of globalaffairs.org, successfully managing the Drupal v7 to v9 upgrade and migration of 2,000 web pages, resulting in a 50% increase in average monthly users.
- Strengthen vendor collaboration, enhancing efficiency and propelling effective web updates with hosting partners, application service providers, and design/development teams.
- Executed a comprehensive brand refresh, incorporating a new color palette and fonts across all digital platforms while upholding strict adherence to WCAG 2.1 compliance standards.
- Directed a major microsite development, generating a 10% increase in clickthrough rates and doubling digital reach. Collected stakeholder feedback, communicated progress to leadership, and confirmed seamless front-end design and user experience.

Independent Contractor and Freelance Project Manager

Commercial Club of Chicago | June 2024 - Present

- Perform daily maintenance and updates on the organization's WordPress websites (civiccommitte.org & commercialclubchicago.org) to ensure optimal functionality.
- Coordinate with external web developers to plan a major PHP upgrade and Google Analytics implementation.
- Created a functional prototype to define user experience and guide development of the Chicago Public Safety DataHub in collaboration with the City of Chicago and governmental entities.

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WORK EXPERIENCE (CONTINUED)

Independent Contractor and Freelance Project Manager (Continued)

Museum of Danish America | December 2023 - April 2024

- Transformed [museum gift shop](#)'s online presence, transitioning from Craft CMS to Shopify, resulting in a boost in organic traffic, heightened efficiency, and augmented scalability.
- Successfully migrated nearly 900 products, prioritizing image optimization and SEO-driven copy, leading to a significantly improved user experience.
- Streamlined client onboarding and content management with exhaustive documentation.

Muhammad Ali Center | July - October 2023

- Elevated the museum's digital footprint with a new [Shopify-based store](#), contributing to improved user experience amidst an overarching website redesign.
- Led the migration of 500 products within a two-month window, ensuring design consistency in images to strengthen brand identity.
- Spearheaded the transition from Shopkeep to Shopify POS, maximizing operational efficiency and improving inventory management.

Chicago Architecture Center | June 2021 - December 2023

- Independently rebuilt [online store](#) on Shopify following third-party departure, saving 30% on development costs.
- Managed daily online store operations, strategically curating collections, updating inventory, and designing promotional visuals informed by web analytics.
- Optimized, formatted, and uploaded over 1,000 images to the [Open House Chicago website](#) in accordance with content standards.

Chicago Architecture Center

Senior Manager of Web & E-commerce | September 2018 - September 2019

- Supervised and cultivated a team of four (designer, developer, jr. developer, and editor), facilitating the timely launch of a web rebranding initiative within budget.
- Conceptualized and executed high-impact ticket lottery program (Today Tix) for Open House Chicago, generating over \$20,000 in unplanned revenue.
- Administered and optimized a \$2 million annual marketing budget.
- Resolved integration challenges by coordinating the conversion of online ticketing system API (from SOAP to REST), enabling seamless system communication.
- Led the creation and deployment of a new WordPress-based docent website, catering to the diverse requirements of the volunteer community. Served as the primary point of contact, managing budgets, ensuring brand consistency, and coordinating the seamless integration of volunteer scheduling tools.

Manager of E-commerce | March 2018 - September 2018

- Oversaw and refined content for e-commerce initiatives, including tours, public programs, membership, group tours, and education programs.
- Engaged actively with the CMS and ticketing system (Tessitura) for daily upkeep and enhancements, prioritizing user experience trends.
- Guided SEO strategy implementation and interpreted online business analytics, leveraging data as a vital component of impactful business decisions.
- Systematically designed and managed content scheduling for all digital signage in the Center's box office, including six TV screens showcasing dynamic content.