

# 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

Digital experience leader with 10+ years of experience overseeing enterprise-scale web platforms across multiple CMS ecosystems. Expert in platform modernization, content governance, 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

- **CMS architecture:** Directed a Drupal platform migration (v7 to v9), overseeing the migration of 2,000 pages and increasing average monthly users by 50%.
- **Digital project management:** Orchestrated a major microsite development, generating a 10% increase in clickthrough rates and doubling digital reach.
- **API integration & modernization:** Resolved integration challenges by coordinating the conversion of online ticketing system API (from SOAP to REST).
- **Hands-on web production:** 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.
- **Ownership & accountability:** Independently rebuilt online store following third-party departure, 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:** Managed annual budgets ranging from \$250K - \$2M for web platforms and IT services.
- **Technical team mentorship:** Managed a multidisciplinary team of designers, frontend & backend developers, and editors while influencing broader marketing and content teams through shared workflows and standards.
- **Vendor management:** Directed technical consultants and SaaS vendor partnerships, spearheading contract negotiations, and cost optimization efforts.
- **Executive communication:** Collected stakeholder feedback and communicated progress to executive leadership during website builds.
- **Cross-functional coordination:** Served as the primary point of contact in projects with fundraising team, ensuring brand consistency and coordinating 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.

