Ashley M. Powers

CONTACT

Based in Chicago, IL
ampowers28@gmail.com
317.385.6260
ashley-m-powers.com

SKILLS

Programming
Advanced knowledge of HTML/CSS

Content Management Systems
Drupal, Shopify, Wordpress, Craft

Adobe Suite & Design Tools
Photoshop, Illustrator, InDesign,
AfterEffects, Figma

Project Management
AirTable, Zapier, Jira, Basecamp,
Agile methodologies

Google Marketing Platform
GA4, Adwords, TagManager

Soft Skills
Troubleshooting, problem-solving,
attention to detail, collaborative

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

EDUCATION

Web Design Certification
School of the Art Institute
of Chicago, 2015 - 2017

**B.S. in Apparel Design &
Technology**
Purdue University, 2005 - 2009

SUMMARY OF QUALIFICATIONS

- 10+ years of experience spearheading the **day-to-day upkeep and enhancement of websites**, overseeing content management and architectural adjustments.
- Cultivated **web content for SEO** across both editorial and transactional websites, driving enhanced visibility and engagement.
- Managed a brand website ensuring alignment with WCAG 2.1 **accessibility compliance standards** to promote inclusivity and accessibility for all users.
- 7 years of experience delivering **compelling presentations** on website development strategies to diverse stakeholders, ranging from staff-wide meetings to leadership teams and the board of directors.
- Demonstrated initiative as a **self-starter** through 3 years of successful independent contracting and project management.
- Over 6 years of expertise in effectively **leading developer teams** and vendors for backend web updates and server hosting, ensuring seamless operations.

WORK EXPERIENCE

Assistant Director of Web
Chicago Council on Global Affairs; September 2019 - Present

- 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.
- Oversee day-to-day web management operations, establishing thorough troubleshooting, meticulous quality assurance, optimized images, and polished copy.
- 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 Blue Marble's 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 Web Designer

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 traffic and heightened efficiency and 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 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 operations of online store, strategically curating collections, updating inventory, and designing promotional visuals informed by web analytics.

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WORK EXPERIENCE (CONTINUED)

Senior Manager of Web & E-commerce
Chicago Architecture Center; 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
Chicago Architecture Center; March 2018 - September 2019

- 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.

Web Specialist, E-commerce
Chicago Architecture Center; December 2015 – March 2018

- Headed the strategic web implementation project for newly acquired Tessitura ticketing system, resulting in a more seamless user experience and purchase path.
- Orchestrated and executed processes for pop-up shops to more efficiently manage inventory, collect customer data, and track revenue.
- Ensured that tour, program, and retail web content consistently represented brand standards.
- Regularly collaborated with the web developer to execute comprehensive testing of web improvement projects across all digital entities, guaranteeing expandability.

E-commerce Supervisor
Chicago Architecture Center; October 2012 – December 2015

- Contributed as a key member of a cross-departmental team to create and develop the institutional Digital Master Plan, instrumental in guiding the redesign of the company website.
- Administered the redesign of the organization's online store, overseeing product photography direction, frontend design of landing pages, purchase path UAT, and development of a strategic marketing schedule.
- Steered the company's tour and retail web content strategy, including photography and graphics, promotions, and customer service.

Marketing Coordinator
Encyclopaedia Britannica; June 2011 – October 2012

- Designed and developed landing pages for each promotional campaign and subscription tier, maximizing revenue generation and user engagement.
- Planned and implemented concurrent automated email campaigns to drive customer loyalty and enhance brand identity.
- Managed e-commerce campaign for the final Encyclopaedia print edition, which generated over $13M and tripled web traffic over three months.

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WORK EXPERIENCE (CONTINUED)

Marketing Assistant
MyPublisher - New York, New York; February – August 2010

- Established new social media platforms, including Facebook and Twitter.
- Executed promotion calendar by routing emails through design, HTML coding, and scheduling.
- Implemented promotion prep process, including coupon code creation and drafting legal terms.
- Sourced user-driven content by reviewing photography and testimonials.

Administrative Assistant/Receptionist
MyPublisher - New York, New York; June 2009 – February 2010

- Organized action items for redesign of the company website.
- Documented creative and technical updates to emails and website.

Student Public Relations Intern
Sister Public Relations - London, England; May – July 2008

- Assembled press-cutting books for over 30 clients.
- Proofread, edited, and transcribed multipage scripts for client advertisements.