

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 strategy leader with over 10 years of experience driving website initiatives for non-profit and mission-based organizations. Skilled in both strategy and execution, with expertise in digital transformation, accessibility, and data-informed optimization. Trusted advisor to executive leadership, known for aligning digital infrastructure with business goals and producing scalable, intuitive 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 & Marketing Tools

Salesforce, Tessitura, Pardot, Mailchimp

Adobe Suite & Design Tools

Photoshop, Illustrator, InDesign, AfterEffects, Figma

Project Management

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

WORK EXPERIENCE

Project Management & Digital Strategy

- Digital roadmap:** Directed a large-scale 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.
- AEO & GEO strategy:** Spearheaded an initiative to rewrite meta data across 500+ web pages, resulting in a 30% increase in monthly AI-tool-generated traffic.
- Content ownership:** Independently rebuilt website following third-party departure, managing content updates while saving 30% on vendor expenses.
- Accessibility compliance:** Executed a brand refresh across digital channels, implementing new colors and fonts while maintaining WCAG 2.1 AAA adherence.
- UX design & definition:** Created a functional prototype to shape stakeholder requirements into a defined experience and guide development of Chicago Public Safety DataHub in collaboration with governmental entities.
- Web vitals & optimization:** Conducted quarterly site crawls to identify broken links and 404 errors, implement redirects, and optimize page performance.

Team Leadership

- Financial oversight:** Stewarded annual budgets ranging from \$250K - \$2M for digital platforms and web services.
- Team mentorship:** Managed a cross-functional team of designers, developers, and editors while influencing broader marketing teams through shared workflows.
- Vendor management:** Owned vendor contract negotiations, achieving \$36k in annual cost savings through strategic communication and contract optimization.
- Executive communication:** Collected stakeholder feedback and communicated progress to senior leadership during major website builds.
- Interdepartment coordination:** Served as the principal 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, project management, and freelance leadership. Provided strategic web, UX, and CMS consulting for nonprofit and cultural organizations, supporting platform modernization and digital growth initiatives.

