

# ROBBIE ASHTON

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**City:** Washington, DC

## ABOUT ME

I am a multi-linguist of technology and business. I am fluent in geek, developer, designer, sales, management, and client. I bridge between business & end user.

## RELEVANT SKILLS & EXPERTISE

### Skills:

- Web Analytics Reporting
- Social Media Marketing
- Online Marketing
- Graphic Design
- HTML and CSS

### Tools:

- Adobe Marketing Cloud
- Hootsuite, Meet Edgar, Buffer
- Zendesk, Discourse
- Insightly CRM
- Pivot Tables

### Awards & Certs:

- Semi-Finalist  
Adobe Analytics Competition, 2015
- Inbound Certified  
Hubspot, 2015

## RELEVANT WORK HISTORY

**Communications Strategist** - Virginia Tech, Blacksburg, VA - **1 Year** (15 – 16)

*The Division of Student Affairs supports the non-academic programs for 25,000 students at Virginia Tech*

Coordinated with university officials to form the first full-time Communications Strategist position within the Division of Student Affairs.

- Launched the rebranding of a major university platform by analyzing and reporting on technical and non-technical metrics (KPIs) that increased engagement by 40% in 3 months
- Analyzed and reported on qualitative and quantitative web metrics to provide branding recommendations to the Division of Student Affairs that increased Gobblerfest foot traffic by 300%
- Increased the 6-month lifecycle retention rate by 150% by reporting on web metrics that drove user experience and marketing changes

**Marketing Associate** – VirtualU, Blacksburg, VA – **1 Year** (14 – 15)

*VirtualU is a startup developing the VFit Scanner, a platform that provides highly accurate body measurements for fitness.*

- Coordinated and implemented a comprehensive marketing campaign for the VFit scanner product launch that was featured in multiple news outlets including the Washington Post.
- Analyzed initial user experience data and led the deployment of a customer engagement platform for new users designed to reduce new user drop-off.
- Expanded initial branding, strategy, and awareness on channels including social media, print media, web media, and email segmentation.
- Devised an initial web analytics based campaign around email, video, and event-based marketing

## EDUCATION

**Degree in Political Science & Management** - Virginia Tech, VA, 2012 - 2016

- Pamplin Reinventing Social Media (PRISM), Student Government Association, The Big Event, Innovate Entrepreneurial Living-Learning Community, Apex Center for Innovation and Entrepreneurship, Division of Student Affairs

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