

Asha Davis

Check me out at AshaDavis.me

(347) 405-0597

asha.d.davis@gmail.com



PROFILE

- 9 years of experience as an omni-channel marketer with experience in TV, Online video, Social Media/Digital/Content strategy & execution, E-CRM, Website development, Out-of-Home, Experiential, Direct Mail, and more for both CPG and B2B clients.
- Spearheaded the set up and implementation of the Ogilvy & Mather Toronto content division and social practice (prior to transfer to NY office). Ran both divisions for 2 years and lead teams across 10+ accounts.
- Recognized and respected by superiors and creative peers for 'digging deep' to discover insights, inspiration and new tech/innovations
- Known for going above and beyond requirements and expectations to 'get things done' and produce award winning work.

WORK EXPERIENCE

Sr Content Strategist - Social, Digital, 360 Planning

Ogilvy & Mather, New York, NY

Mar 2016 - Current

- Craft omni-channel content strategies for major brands such as Perrier, Huggies, Dove, Kleenex, Motorola, Lenovo, San Pellegrino and BlackRock Financial.
- Day-to-day deliverables can include consumer journey modeling, market research/focus group analysis, leveraging research to glean insights, briefing creative teams, ensuring content aligns to platform best practices, developing content distribution strategies and optimizing in-market efforts to drive business results.
- Work closely with teams from Google, Snapchat, Facebook, Twitter, Conde Nast, Time Inc. and more to develop and execute branded content programs and to stay ahead of latest trends and innovations within digital/social media platforms.
- Provide thought-leadership presentations to clients and agency partners on branded content and content strategy

Sr. Digital/Social Content Strategist + Account Management Roles

Ogilvy & Mather Toronto

April 2011 – Mar 2016

- Spearheaded the set up and implementation of the Ogilvy & Mather Toronto content division and social practice. Ran both divisions for 2 years and lead teams across a number of accounts.
- A key member of the New Business team, adding valuable contributions to client pitches from a social/digital/content strategy perspective.
- In account management roles, lead client contact for major clients such as Dove and Kimberly-Clark Brands, managed program budgets and led inter-agency planning teams.
- A driving force behind the expansion of the Kimberly-Clark portfolio within the Ogilvy Toronto office. During agency review, senior clients specifically called out my contributions as highlights of brand programs, and have cited these contributions as a reason for awarding the agency more business on additional brands in the portfolio.

Want to see experience before 2011? Ok, if you insist, just check out my LinkedIn profile and scroll waaaayyyy down....<https://www.linkedin.com/in/asha-davis-22889910/>

SPECIAL SKILLS

- Social Media Marketing
- Content Strategy
- Skilled and Persuasive Presenter
- Consumer Journey Expert

EXTRACURRICULARS

- **Upright Citizens Brigade**
 - Diversity Scholarship Recipient, Sketch Writing + Improv
- **Magnet Theater**
 - Remix – Diversity Program, writer/actor