



PROFILE

Asha has over a decade of experience in the advertising industry and has helped top-tier brands including Dove, Huggies, and Nissan 'connect the dots' across their communications and organizations to create award-winning campaigns. In addition to being an accomplished marketer, Asha is also a talented stand-up comedian and writer and has performed at some of the most famous comedy clubs in New York.

CONTACT

PHONE:
347-405-0597

WEBSITE:
www.AshaDavis.me

EMAIL:
Asha.D.Davis@gmail.com

HOBBIES

Stand-up Comedy / Comedy Writing
Hip-Hop Music debates
Advocating for black / brown professionals
Country-Living

GET TO KNOW ME & MY WORK:

[Interview on Sweathead Podcast](#)

[Disruptor Series Interview with Reddit CMO Roxy Young](#)

[Effies Gold Case Study – Huggies](#)

[Nissan "Think With Google" Case Study](#)

ASHA DAVIS

Obsessed with "connecting the dots"

<https://www.linkedin.com/in/asha-davis/>

WORK EXPERIENCE

Snap Inc. - Head of Integrated Comms Strategy

April 2022 – present

- Founding leader in Snap Inc's newly minted ARcadia division focused on delivering industry-leading and world-changing Augmented Reality experiences to top tier partners such as Live Nation, Nike, Target, Verizon, L'oreal and more.
- Lead cross-functional teams in the development and execution of AR experiences designed to drive business transformation and consumer behavior changes.
- Institute processes, templates and 'ways of working' to elevate effectiveness of cross-functional teams and disciplines.

TBWA/Chiat/Day - Director, Integrated Comms Strategy

March 2019 – Feb 2022

- Lead integrated campaign planning among cross-functional teams including Creative, Media, PR, Social & Experiential
- Standardized Go-To-Market planning for Nissan USA and implemented "Pre-Launch" phasing which ultimately earned a Think With Google case study for its effectiveness
- Work closely with platform & media partners to ensure creative connectivity and bring first-to-market tactics to life
- Partner with broader agency leads on New Business pitches

Ogilvy & Mather NY & Toronto - Global Sr. Strategist, Brand / Integrated / Comms Strategy

March 2011 – Feb 2019

- Spent 5 years at Ogilvy Toronto & 3 years at Ogilvy NY planning both regional and global campaigns for Dove, Huggies,
- Kleenex, Motorola, Cadbury, Ritz, BlackRock, Perrier and more
- Launched content division at Ogilvy Toronto and built out in-house production capabilities
- Identified by global leadership as a Change Leader

Additional experience on LinkedIn

PROFESSIONAL "SIDE HUSTLES"

The Disruptor Series podcast - Co-Host & Producer

- Interview industry and entertainment leaders, write monthly newsletter, develop / implement growth strategy

One Sandbox, Omnicom Supplier Diversity Platform – Strategy Lead

- Secured ~\$300k in funding to elevate platform, led initiative to drive Omnicom to commit to \$1BN to support diverse suppliers

EDUCATION

University of Toronto

Sept 2004 - June 2008

Hon. BA English, Minor Psychology

Canadian Association of Advertising Professionals (CAAP)

2013-14, Advertising Accreditation, Academic Excellence Award