

ASHA DAVIS

Experienced Global Integrated Marketing Leader

📞 347 405-0597 @ Asha.D.Davis@gmail.com 🌐 www.AshaDavis.Me
📄 https://www.linkedin.com/in/asha-davis/ 📍 NY / Miami

EXPERIENCE

Global Vice President, Integrated Strategy 02/2023 - Ongoing
[LinkedIn / Dentsu Media](#) Miami / New York, Remote

Embedded in LinkedIn org as a supplier via Dentsu Media. Partner with cross-functional leaders to implement Integrated Comms Planning systems across the LinkedIn marketing organization. Elevate creative outputs, blur lines between 'brand' & 'performance' and drive full-funnel effectiveness across Paid, Owned & Earned channels.

- Partner with LinkedIn leaders and XFN agency partners to develop annual & campaign level GTM plans.
- Launch new LinkedIn Brand campaign globally, lead global media & measurement teams and provide creative optimization recommendations across touchpoints.
- Work with Google, Meta, Snap, TikTok, etc to allocate spend and tactics on both annual and campaign level.

Global Head of Brand & Integrated Comms Strategy, AR 02/2022 - 02/2023
[Snap Inc](#) New York, Remote

Founding leader on Snap Inc's newly minted ARcadia division focused on delivering industry-leading Augmented Reality experiences to top tier partners such as Live Nation, Nike, Target, Verizon, L'Oréal and more

- Lead cross-functional teams in the development and execution of AR experiences designed to drive business transformation and consumer behavior
- Co-led development & amplification of first-ever AR Map & Friend FindAR tools created for Live Nation festivals including EDC, LollaPalooza & ACL. Strategically increased usage of AR by 120% from May - Nov through comms planning & integrated marketing tactics.
- Institute 'ways of working' to elevate effectiveness of cross-functional teams
- Speaker at top industry events including 3%, Disney Digital Days and Snap Beauty Summit.
- Develop workshops for selected clients like L'Oreal & Nike to establish how AR can add meaningful innovation to their businesses.

Director, Brand & Integrated Strategy - Nissan (North America), Meta (Global) 03/2019 - 02/2022
[TBWA\Chiat\Day NY](#) New York

Led Integrated Strategy as part of Omnicom's multi-disciplinary NissanUnited team. Restructured the marketing creative & go-to-market approach to align with Comms Planning principles and drive effectiveness across the customer journey.

- Planned against \$1B+ in spend per year and drove YOY growth from 2019-2021 despite budget shifts and headwinds from Covid-19, supply chain and economic slowdown.
- Designed & Implemented the first ever 'Pre-Launch' program across Google & other partners to generate early interest among enthusiasts leading into full campaign launch. After a test on the Sentra campaign, pre-launch has been so successful that it is now a standard part of campaign planning.
- Worked closely with platform & media partners including Conde Nast, NBCUniversal, Snap Inc, Meta, Amazon, Google, etc. to bring innovative, 'first-to-market' ideas to life across campaigns. Condé Nast
- Led Global Integrated Comms Strategy for Meta Portal, launched award-winning creative campaign across multiple markets during holiday season.
- Led Diversity and Inclusion efforts within the agency and beyond.
- Global leader on TBWA's Brand & Performance Marketing capabilities. Provide guidance to internal / external teams.
- Worked with interdisciplinary agency teams on New Business opportunities.



SUMMARY

Cross-disciplinary leader with 14 years of experience in the advertising and tech industry with Snap Inc, Ogilvy&Mather, TBWA Chiat/Day Dentsu & LinkedIn. Led integrated strategy and drove next generation innovations for top-tier brands including Dove, Huggies, Nissan, L'Oreal, LiveNation, and Nike.

Built career by pushing beyond 'how things have always been done' and known for 'connecting the dots' across customer journey + internal and external partners.

Won Gold & Silver Effie Awards for driving unprecedented 16%+ sales/volume increase for Huggies Diapers despite flat birth rate and historical declines. Achieved effectiveness & efficiency by leading cross-functional collaboration to craft and implement an audience-first integrated strategy across all paid, owned and earned channels, initiatives & tactics.

Co-hosted and produced a popular podcast called The Disruptor Series with TBWA Group NY Chair Rob Schwartz from 2019-2022. She interviewed top CMO's and celebrities while growing the podcast to over 100,000 monthly listeners.

Fun Fact: Performed Stand-up Comedy at some of the most famous comedy clubs in New York. A graduate of the UCB Comedy school for sketch writing, improv & character development.

EXPERIENCE

Integrated Brand & Comms Strategy Leader 03/2011 - 02/2019
Ogilvy & Mather New York & Toronto

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 Dove Men & Dove Hair in Canada.


- Sustained YOY growth for Huggies diapers for 3x consecutive years after 3+ years of flatness/declines.
- Increased Kimberly-Clark client spend by 10x from \$1MM to \$10MM as a result of implementing Integrated Strategy & Comms Planning to their business. We began with Huggies and added 9 other brands to our roster based on effectiveness of plans.
- Won multiple awards including: Effies (Silver, Huggies) Cassies (Grand Prix, Gold/Silver, Dove) Cannes (Dove & Huggies), Marketing Awards, Webby Award, Canadian Marketing Award, and many others
- Launched content division at Ogilvy Toronto and built out in-house production capabilities
- Identified by Ogilvy Global CEO as a Change Leader and joined 25 of the agency's top talent at a summit in Malta. This resulted in a promotion and move from Toronto to NY

ADDITIONAL EXPERIENCE ON LINKEDIN

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

AWARDS (MORE AVAILABLE ON REQUEST)

 **Effies: Gold - Sustained Success (2019), Silver (2017)**
Huggies Diapers No Baby Unhugged

 **Cassies Grand Prix**
Huggies Diapers No Baby Unhugged

 **Webby Awards: Gold**
Dove Photoshop Action, Columbia Journalism Review 'Covering Climate Now'

 **ANDY Awards: Gold**
Columbia Journalism Review, Covering Climate Now

EDUCATION

Honors B.A. - English & Psychology 06/2008
University of Toronto

SKILLS

Brand / Comms Strategy ·
Storytelling · Captivating Presenter ·
Comms / Connections Planning ·
Partnerships · Management ·
Business Effectiveness ·
Creative Briefing ·
Audience / Customer Journey ·
Behavioral Science ·
Media Strategy · Innovation ·
New Business / Sales

STRENGTHS

Culture-Driver & Charismatic Presenter

Being a great leader requires both proficiency and personality. Whether among peers or perfect strangers, I've got the unique ability to find common-ground and build positive connections. I've maintained a strong camaraderie with "Work Friends" over the years and often use humor to bring people closer together. My performance background also enhances the ability to confidently lead presentations to both large and small crowds.


PRESS

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

[Strategy Workshop Leader SweatHead Conference](#)

[Webby Awards Judge, Speaker Disney Digital Days, Speaker 3% Conference, AdWeek Podcast of the Year Judge](#)

PASSIONS

 Comedy, Meaningful Innovation, Creative Effectiveness

TRAINING / COURSES

Mark Ritson MiniMBA
CAAP Accreditation