



# Ashley Scalia

## PROJECT MANAGEMENT, WEBSITES, MARKETING, DATA + ANALYTICS



### CONTACT

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### ABOUT

I'm a seasoned project leader with a global perspective and a passion for building strong teams and delivering exceptional digital experiences. After launching a new hotel brand in Cincinnati in 2019, I've continued to apply my decades of experience in branding, marketing, and project management to drive results across diverse industries. I thrive in collaborative environments where creativity meets strategy, and I'm energized by solving complex problems, learning new systems, and helping teams succeed. I'm seeking a role where I can combine my project management experience, ability to translate technical concepts into approachable conversations, and leadership skills to guide digital projects from vision to launch.



### CERTIFICATIONS

Certified Digital Marketing Professional

Digital Marketing Institute  
American Marketing Association

Multiple Google Certificates:  
GA4 + GTM  
Project Management



### WORK EXPERIENCE

#### 2060 Digital

JANUARY 2022 - PRESENT

CINCINNATI, OH

Started with the agency as the Web Support Manager/ Web Project Manager, before moving to the Data & Analytics team to do more hands on technical work as the PM team transitioned away from web work.

#### Analytics Implementation Specialist

- Manage a ticket queue for conversion tracking, web analytics, and attribution troubleshooting across client campaigns.
- Managed a large-scale Data Cloud setup with external vendors, improving data infrastructure and reporting capabilities.
- Created scalable documentation and QA processes for GTM and GA4 implementations, enhancing team efficiency and client transparency.
- Audit client tech stacks to ensure tracking accuracy, work in 3<sup>rd</sup> party tools (CRMS, CMS', scheduling tools, etc) to ensure proper attribution and full funnel insights for clients.

#### Web Project Manager

- Lead cross-functional collaboration between design, development, and analytics teams to deliver high-performing digital experiences: headless websites,
- Act as the primary liaison between clients and technical teams, translating business needs into actionable technical solutions.
- Worked on anywhere from 6-25 full site/campaign landing page projects simultaneously

#### Web Support Manager

- Edit and update content on client's sites that we built/maintain
- Managed a ticket queue for web work and worked with development and design teams to ensure site upkeep

#### Urban Stead Cheese - Branding and Marketing

FREELANCE.

CINCINNATI, OH

- Branding projects included truck wraps, product labels, product packaging, signage, ad creation, collateral
- Website assistance and updates, e-commerce research, SEO optimization, online newsletter creation and distribution, tech support for network and point of sale system
- Retail merchandising, store design and storytelling projects
- Social media - platform scheduling, content creation, engagement



## AWARDS

### 2019 Sales and Marketing

**Achievement Award** - In April of 2019 I was the first Sales Manager in the history of Vision Hospitality group to take home this award for my role in branding the first new build Moxy Hotel in Denver, CO

### 2017 Hilton Action Grant

**Recipient** - Awarded a \$10,000 grant to develop a sustainable garden and beehives on the roof of the DoubleTree by Hilton Denver.



## SKILLS

**Project Management Tools:** Proficient in multiple project platforms (e.g. Wrike, Microsoft Project, Jira, Monday, Basecamp, GitHub, Figma)

**Analytics & Tagging:** Google Tag Manager (GTM), Google Analytics 4 (GA4), Conversion and website tracking, some CRM integration work

**Digital Marketing:** Data + Analytics, Paid Media Platforms like Google Ads and Bing, Social Media Campaigns and Content Management

**Web:** Headless CMS, WordPress, Landing Page Development

**Client Communication:** Translating technical concepts for non technical stakeholders, documentation and effective concise communication

**Creative & Branding:** Brand Strategy, Visual Merchandising, Styling

**Leadership:** Team Building, Talent Acquisition, Cross-functional Coordination

### Kinley Hotel - Opening Director of Sales and Marketing

OCT 2019 - APRIL 2021

CINCINNATI, OH

- Launched a new hotel brand under Marriott's Tribute Portfolio, overseeing branding, PR, digital marketing, and community engagement.
- Collaborated with internal and external teams to develop the brand identity and digital presence for the Cincinnati property.
- Adapted brand storytelling and marketing strategies in response to COVID-19, maintaining guest engagement and local relevance.

### Hampton Inn & Suites Gateway Park - General Manager

JUNE 2019 - OCT 2019

DENVER, CO

- Responsible for day to day operation of the hotel
- All operational duties and some online and digital marketing
- Analysis of Local Negotiated Rates and airline business to realign pricing strategy and maintain strong ADR/RevPar
- Certified Hilton General Manager
- Leadership coaching and team building

### Moxy Denver - Opening Sales and Marketing Manager

AUG 2017- JUNE 2019

DENVER, CO

- Find/Create a brand identity for a new Marriott brand (Moxy Denver was the first new build Moxy property in the United States)
- Build marketing, advertising, event programming campaigns
- Book group sales and events, and execute events (set-up, decor, banquets, audio visual)
- Merchandising, creative room presentation, and Social Media Content (including advertising via social channels)

### Colorado Love Clothing - Brand Manager

FEB 2014 - MAR 2018

DENVER, CO

- Talent acquisition for different staffed events throughout the year
- Manage inventory, profit margins, growth, and event budgets
- Designed new products to sell at conventions and festivals
- Helped to grow the company from a small online clothing company to a strong local presence
- Maximized retail sales in small imprints - making as much as 100k out of a 10' by 10" set up.
- Worked with local retail shops to sell the brand (fulfillment, invoicing, inventory management)

### Strand Bookstore - Store Manager

AUG 2012 - FEB 2015

NEW YORK CITY, NY

- Responsible for a staff up sixty people at one time at the second largest bookstore in the world, working primarily in the non fiction department
- Many operational and administrative duties, including cash handling, loss prevention, time management of my team, buying in new literature, merchandising, coordinating warehouse distribution, and overall function of the sales floor

references available upon request

