



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

Swanson Russell Advertising - Web Specialist

SEPTEMBER 2025 - PRESENT

OMAHA, NE

- Planning and execution of full website builds, campaign landing pages, and ongoing web content updates
- Identify and resolve tracking gaps, QA issues, and data discrepancies to improve reporting accuracy and deliver actionable campaign insights through dashboards and reporting
- Partner with analytics, media, and development teams to implement and validate end-to-end tracking (GTM, GA4, platform pixels) and support successful site and campaign launches

2060 Digital

JANUARY 2022 - JULY 2025

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 3rd 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
- 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



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

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

Kinley Hotel - Opening Director of Sales and Marketing

JUNE 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.

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

