

Faye Ashton: Tech & Digital Consulting Professional

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I'm open, adaptable, creative and resilient, with a professional tech, digital and management consulting background in corporate, tech, consultancy, agency and non-profit sectors. My key strengths are in training and mentoring, relationship-building and communication, innovation, analysis, strategic planning and organisation.

Experience:

June 2010 – Present: Director, Think Delta Consulting LTD. (Full-time: Self-employed) (formerly Ashbrook Solutions Limited)

- Delivering freelance digital marketing consultancy, operational and project management and hands-on tactical support to clients operating multi-channel web, social and digital marketing programmes and campaigns. Including web, social and email content development, copy-writing and editorial, media production, campaign planning and execution. Freelance project and client information and credentials can be discussed, noting client confidentiality.
- Undertaking strategic research and thought leadership development centring on privacy, digital inclusion, neurodiversity and safe/responsible practice in Emerging Tech/Digital innovation, including Artificial Intelligence, robotics and quantum computing. Currently seeking temp/flexible opportunities to supplement this work.
- Full re-brand of my own limited company and website/tech platform migrations.

June 2014 – Present: Self-employed Yoga Teacher, The Yoga Coach (UK).

Developing, marketing and delivering yoga training and coaching services in a range of community and workplace settings, and online/private 1 to 1.

June 2010 – Jul 2022: Director, Ashbrook Solutions Limited.

Undertaking contract & freelance consultancy roles with a range of clients, including:

May 2024 – Sep 2024: Digital Marketing Consultant & Event Manager (Freelance: 3-5 days p.w.)

Strategic and operational digital marketing consultancy for a local theatre and events company, including social media content management, campaign planning and strategic marketing advisory. Event management of live outdoor entertainment events.

April 2021 – April 2022: Senior Digital Project Manager (Freelance: 2-4 days p.w.)

Global Health/Pharma Digital Agency. Remote. Reporting to client Global Marketing Director and Agency Programme/Ops Director.

Managing delivery of a mixed portfolio of digital strategy, content and website re-platform delivery (Wordpress) projects for a major US/global biotech client, as part of their global digital transformation program. Included client relationship, stakeholder management, identifying opportunities, supporting account management and scoping/proposal development.

April 14 – Nov 17: Marketing/CRM Project Manager (Part time/Contract: 2-3 days p.w.)

Global eCommerce & Tech Consultancy, Watford

Reporting to Global Head of Marketing; dotted line to Global Commercial Director

Key responsibilities:

- Supporting Global Head of Marketing in strategy-setting and annual marketing plan development;
- Supporting and backfilling various operational management roles, including Head of Marketing, Digital Marketing Manager and Digital Marketing Executive. Leading planning & execution of digital and offline B2B marketing campaigns, chiefly focused around either events or content thought leadership;
- Agency management: Selection, appointment, engagement and management of external agencies for technical/development; content/copy-writing, SEO/PPC, and design/creative work;
- End to end definition, execution & delivery of major B2B marketing campaigns in digital channels;
- Full delivery and operational management responsibility for global corporate marketing sites.

(Sep 2013 – April 2014: Career break to start my professional yoga teacher training.)

Jan 2013 – Sep 2013: Ecommerce Project Manager (Part time/Contract)

Global eCommerce & Tech Consultancy, Watford

Project management of two IBM Websphere Commerce platform projects (one green-field implementation, one major version upgrade) for leading UK brand Grocery and Retail clients. Management of analysis/design, development, test and deployment. Following an Agile website delivery methodology; managed on- and off-shore team resources.

2010 – 2012: Contract Project Manager (Part time/Contract)

Global Insurance Claims Management Provider

- Reporting to Director of IT Transformation, led the 'rescue' of a major transformation programme to implement Appian BPM workflow solutions to manage outsourced insurance claims (domestic and commercial building repairs), spanning contact/call-centre and supplier operations. Managed a cross-functional team of perm and contract resources, re-planned and steered delivery to recover timescales and developed Case for Change to transition to a new operating model (securing additional £1M in funding).
- Assisted in a BA capacity to initiation/requirements gathering phase of an MI change programme

(2009: Career break - Maternity leave)

2008: Business Change/PM Consultant (Part time/Freelance)

Direct consultancy & training delivery engagements with various SME clients, including market research agency, voluntary sector organisation, and a School Information Management Software (SIMS) provider.

2006 – 2008: Project Manager Digital CRM Programme (Full time/Perm)

T-Mobile UK, Retail (Stores) Division

Part of T-Mobile's Digital CRM (IBM WebSphere implementation) programme, I managed the "My T-Mobile" project to deliver the digital/automated customer self-service vision. Maternity leave taken during this employment.

2003-2006: Senior Business Adviser (Full time/Perm)

British Dental Association, London, UK

Provided advice and consultancy to member dentists on aspects of business set-up and management. Launched and developed fee-earning consultancy services and spoke at local and national industry conferences & events.

2000-2003: Consultant/Analyst (Full time/Perm)

Accenture, London, UK

Analyst, then Consultant roles on a variety of enterprise IT transformation projects for this renowned 'Global Big 4' consultancy. Specialising in digital supply chain optimisation and workforce management in utilities and energy sectors.

1994-2000: Junior Business Analyst/Intern (Full time/Temp F.T.C.)

Ventura, Leeds, UK

Several paid, temporary Junior roles in Marketing, IT & Customer Service/Operations functions for major outsourced customer service management provider/call-centre operator.

Relevant Training/Qualifications:

2015: Level 4 Yoga Teacher Training Diploma – British Wheel of Yoga

2006: PRINCE 2 Practitioner

Association of Project Management

2000: 1st Class (Hons) BA International Business Management (French)

University of Newcastle-upon-Tyne:

Incorporating a 1-semester study placement at EDHEC Grande-Ecole in Nice, France, and a semester's paid work placement at Ventura

1996: 4 A-levels at Grade A, including Business Studies + GCSE Spanish (A)

1994: 9 GCSEs: 7 at Grade A, 3 at Grade A*

Relevant Applications, platforms & tooling:

Canva, Wordpress CMS, Django CMS, GoDaddy CMS, IBM Marketing Suite, HubSpot CRM, Salesforce CRM (Classic/Lightning editions), Spektrix CRM, Jira, Monday.com, DotDigital, MailChimp, MS Office apps, Google Business Suite apps, Paint.Net.

Outside work:

I've had voluntary roles as a Management Trustee with a district-level family support charity and as a Steering Group member of a local environmental sustainability charity. Outside work I enjoy spending time in nature, music, dance, reading and personal study.

Equal opportunities disclosure:

I test and recognise as a highly sensitive person (HSP), and a gifted/neurodiverse female. I'm a single parent to two daughters, 18 and 16, who are studying for BSc undergrad degree and A levels, respectively.