



ashleylynnpola@gmail.com



(925) 293-6351



www.ashpola.com

Education

BA Hons / MA, Philosophy

University of Stirling | 2014

AA, Psychology

Diablo Valley College | 2019

Cert, Women's Executive Leadership

Cornell University | 2020

Licenses & Certifications

Google	Google Analytics Individual Qualification, Power User, Tag Manager, 360, Advanced, and Data Studio Certifications
HubSpot	Inbound, Email, Content, and Social Media Marketing Certifications
SemRush	PPC Certification
Shopify	SEO Certification
Hootsuite	Social Marketing Certification

Experience

Head of Marketing & Operations

Vave Health | SF Bay Area | Nov 2020 - Present

- Create, direct, and execute all upstream and downstream marketing strategies
- Research & identify expansion into new markets (expanded TAM by over \$1b)
- Managed all aspects of the brand/marketing pertaining to the website & SEO, including website rebuild
- Coordinate all events, advertising, social media, campaigns, and PR
- Systematically Plan, direct, and coordinate marketing budget and department structure in accordance with organizational goals
- Execute market research studies and analyze the results to better understand the market, customer tastes, and acquisition models/pricing strategies
- Conduct financial and commercial modeling/forecasting
- Drive new investment, as well as communication with investors and board
- Lead company all-hands, leadership, commercial, and board meetings
- Audit and manage all inventory, personnel files, company financials, and software accounts
- Business procedure creation for inventory management, corporate calendar, onboarding/offboarding staff, hiring/recruiting, and meeting management

Head of Global Marketing

Ekso Bionics | SF Bay Area | Apr 2019 - Nov 2020

- Direct executive marketing strategy, agency partnerships, market research, commercial development, & departmental budget (P&L responsibility)
- Develop and execute data-backed demand generation strategy and best practices with A/B testing and analysis of performance analytics / benchmarks
- Transition between strategic and executor role, fully managing all content strategy and channels to drive growth and lead generation
- Designed and implemented the first eCommerce store in the exoskeleton industry and launched three products globally, bolstering brand awareness
- Increased webinar registration and attendance by +1700% and executed over 25 buyer enablement events, shortening the sales cycle timeline

- Overhauled MarTech stack and CRM automation to be more efficient with multi-stream campaigns, preserving cash burn by 50% and optimizing ROI
- Reduced CAC by 50% and generated \$200k+ in revenue during first quarter via a full-funnel omni-channel marketing strategy

Marketing Strategist & Consultant

Freelance | Apr 2012 – Current (intermittent)

- Consult with businesses to help optimize their marketing strategy and performance
- Facilitate new business development and create research-backed go-to-market strategies and competitive analyses
- Establish brand digital presence, targeting new audiences, and growing share of market
- Coordinated cross-functionally with sponsors and media partners to spearhead an omni-channel social campaign for Client (luxury menswear designer), leading to a 10% ticket sale increase with zero ad spend
- Built G2M strategy, referral program, digital strategy, strategic brand narrative, and multi-channel outreach campaigns, leading to \$200k+ in revenue for Client (real estate startup); currently developing a re-brand and website redesign
- Ran Instagram campaign for Client's (international beauty brand) Sephora launch: 15k+ average impressions per post with 7% engagement
- Developed content and social campaign for Client's (luxury fashion brand) Nordstrom launch: 25k+ average reach per post, zero ad spend
- Acted as Chief Marketing Officer for Client (AI Startup), building all branding, website, messaging, social channels, SEO blog posts, pitch decks, and lead flow automation (HubSpot)

Marketing Manager, Events and Partnerships, California

Tesla | SF Bay Area | Aug 2017 – Jul 2018

- Spearheaded and produced 20+ regional events across California (often with strategic partners like Cartier and PGA Tour), generating 20k+ leads and \$12.5m+ in sales
- Performed as the company's first Delivery Presenter, delivering over 50 presentations to both customers & internal executives on behalf of Tesla
- Executed regional marketing, leadership development, and market development, coordinating multi-site marketing operations and analytics
- Built, developed, and conducted a region-leading team of 30+ high performers and strategic partnerships valuing \$2m+ — Established a regional change management strategy for new hires, staff departures, and shifts in directive; trained and onboarded 20+ employees
- Promoted twice within a six-month time frame for exceeding goals and demonstrating an ability to master complex concepts efficiently

Regional Manager, Marketing and Sales Training, Scotland (UK)

Michael Kors | Edinburgh, Scotland | Feb 2015 – Dec 2015

- Generated £2.5m+ via chaired events, campaigns / promotions, and direct sales (average of 2.5 units per transaction)
- Established and guided internal onboarding sales development program for all Scottish sales teams (~90 employees)

Creative Specialist, Marketing and Design (Tart Collections)

JD Fine & Company | SF Bay Area | Jun 2014 – Feb 2015

- Implemented key metrics data to design creative upstream strategy, leading to \$6.4m+ in growth
- Directed social strategy: drove channel traffic increases of ~200%, leading to \$40k+ revenue