



# ASHLEY DAWSON

Digital Marketing Specialist | Content Creator | Client Relations | Project Manager

Passionate and results-driven Digital Marketing Specialist with over 3 years of experience in e-commerce and digital marketing, specializing in creating data-driven strategies that enhance customer experience and drive online sales. Adept at managing and optimizing websites, improving user journeys, and executing targeted marketing initiatives. Proven ability to leverage analytics, lead cross-functional projects, and enhance overall website performance. Committed to staying current with industry trends and delivering exceptional customer experiences.

## CONTACT

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## SKILLS

- Website Optimization
- Customer Retention & Loyalty Strategies
- Strong Brand Identity
- Brand Collaborations, Relations & Retention
- Relevant Aligned Recruitment
- Thought Leader & Integration Experience
- People Management Skills & Team Task Completion

## REFERENCES

Available Upon Request

## PROFESSIONAL EXPERIENCE

Health & Wellness Program Director / Marketing & Service Coordinator / Receptionist

The Healing Tribe Community | Float | Aug 2020 - present

- Led the development and execution of digital marketing strategies to increase client engagement through personalized email marketing campaigns, social media promotions, and newsletters, resulting in a 50% increase in website traffic and customer retention.
- Conducted website audits, optimizing mobile and desktop user experiences to reduce bounce rates and improve conversions by 30%.
- Developed and managed promotional campaigns, creating customized offers and enhancing customer loyalty programs, which led to an 18% increase in repeat business.
- Managed e-commerce platforms by improving content and product display, increasing online sales by 25% through strategic SEO efforts and A/B testing.
- Collaborated with cross-functional teams to implement CRM tools and behavioral segmentation, leading to a more personalized customer journey and an 8% increase in average order value.
- Utilized data analytics to identify trends, monitor KPIs, and refine website content, contributing to a significant reduction in cart abandonment rates.



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## SKILLS

- Digital Advertising (Facebook Ads)
- Data Analytics & KPI Monitoring
- Project Management & Cross-Functional Collaboration
- SEO & A/B Testing
- CRM & Behavioral Targeting
- Lead Generation Strategies
- Multichannel Marketing Strategies

## REFERENCES

Available Upon Request

## EDUCATION BACKGROUND

**Bachelor's Degree - Health Science & Kinesiology**  
University of Windsor

**DCS/DEC in Holistic Health Practitioner**  
Complementary Medical Association

**DCS/DEC in Cognitive Behavioural Therapy**  
Complementary Medical Association

**Digital Marketing & Analytics**  
Hubspot Academy

## RELEVANT TRAINING & CERTIFICATIONS

- Digital Marketing Specialization | HubSpot | 2021
- Proficient in Canva for Marketing Materials
- Website Creation & Maintenance Using WIX Platform
- Lead Generation Strategies
- Brand Collaborations, Relations & Retention
- People & Project Management Skills & Team Task Completion
- Analytics & Data Tools: Google Analytics, HubSpot, Facebook Ads Manager
- Marketing Tools: Canva, Mailchimp, E-commerce & CMS Platforms: WIX
- SEO & SEM Optimization: On-page SEO, Backlinking, Google Search Console