

Ashley Lohman

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About

Results-driven marketing executive with a strong track record in leading teams to implement complex martech solutions and execute impactful campaigns. Expert in CRM, marketing automation, data enrichment, and sales enablement tools to drive growth. Recognized for leveraging innovative technologies to enhance sales effectiveness and marketing strategies.



Experience

09/2022 – 05/2024
Remote (Richmond, VA)

MARKETING OPERATIONS MANAGER **PlanITROI**

- Led a martech project team in selecting, implementing, and integrating a \$400K Salesforce tech stack
- Onboarded and trained a team of SDRs in South America
- Spearheaded lead management, email marketing, and performance tracking
- Launched an M&A business (naming, logo creation, content development, website)
- Admin user for Salesforce, Pardot, Velocify Pulse, RollWorks ABM, Mogli SMS, ZoomInfo
- Implemented nurture campaigns to drive conversion
- Oversaw lead generation, prioritization, and distribution
- Created and maintained reports and dashboards for performance tracking
- Continuously improved tech stack and implemented AI tools
- Managed event activities including company's sponsorship, speaking engagements, and exhibit at the industry's largest event
- Tools used: Salesforce, Salesforce Inbox, Pardot, Velocify Pulse, Dial IQ, TeleCloud, Mogli SMS, ZoomInfo, RollWorks ABM, WordPress, Ninja Forms, Google Workspace, Microsoft Teams, Gamma AI

12/2020 – 05/2022
Remote (Richmond, VA)

SALES & MARKETING OPERATIONS MANAGER **GoodLife Home Loans**

- Led a martech project team in selecting, implementing, and integrating a \$600K Salesforce tech stack, resulting in a 155% increase in closed loans and a 341% revenue surge in one year
- Drove quantifiable improvements in sales productivity and marketing reach
- Oversaw customer engagement and reputation management initiatives
- Developed marketing communication and digital marketing strategy
- Collaborated with compliance officers on risk mitigation strategies
- Recruited and managed a Salesforce Administrator for enhanced operations
- Supported lead generation programs and implemented technology-enabled lead management processes
- Optimized the sales process by incorporating best practices, restructuring roles, and implementing mechanisms for accountability
- Collaborated cross-functionally to develop and formalize processes, ensuring productivity and goal attainment
- Managed digital, email, and direct mail marketing programs, including vendor



09/2018 – 04/2020
Richmond, VA

- selection and offboarding
- Developed internal communication and compliant external-facing scripts and templates
- Oversaw reputation management across various platforms including Trustpilot, BBB, CFPB, Yelp, Google, and Bing
- Managed Google accounts and utilized tools such as Gmail, Google Ads, Google Analytics, and Google Tag Manager
- Utilized MySQL relational database queries to inform value propositions and marketing claims
- Tools used: Salesforce, Salesforce Inbox, Pardot, Velocify Pulse, Dial IQ, Five9, Lead Mailbox, Microsoft Teams, Tableau, WordPress, ClickUp, CallRail

MARKETING MANAGER

Liquibox

- Spearheaded new brand development efforts during an acquisition, resulting in successful brand launch
- Managed a diverse marketing team, overseeing all aspects of marketing campaigns
- Utilized Salesforce and Pardot as an admin user to streamline lead assignments, execute campaigns, and track marketing effectiveness
- Developed and executed internal and external COVID-19 executive communication strategies
- Conducted impactful digital advertising and email marketing campaigns to drive brand awareness and engagement
- Maintained corporate WordPress website, optimizing SEO and HTML elements for increased visibility
- Directed vendor services including creative, print-on-demand, promotional, and exhibit services
- Led event strategy, planning, and execution to enhance brand presence and engagement
- Managed social media channels on LinkedIn, YouTube, and Vimeo to promote brand messaging
- Created collateral and content marketing assets to support global sales team in achieving their targets
- Handled PR activities such as news release writing, PR Newswire distribution, and media relations
- Collaborated with legal team to ensure compliance with regulatory requirements and trademarks
- Managed association memberships and leveraged industry connections for brand positioning
- Tools used: Salesforce, Pardot, WordPress, Google Analytics, Google Ads, Microsoft Teams

09/2014 – 09/2018
Richmond, VA

SENIOR DIGITAL MARKETING COMMUNICATION SPECIALIST

Tridium (Honeywell)

- Led the Marketo integration with Salesforce at Tridium, resulting in the generation of 5,000 Marketing Qualified Leads and \$11 million in marketing influenced opportunities in the first year
- Consulted with Honeywell to guide the implementation of similar programs based on successful integration at Tridium
- Implemented and managed Honeywell's Lead Management Optimization program for Tridium (Marketo and Salesforce), including email marketing and digital advertising



Experience

- Managed registration (Cvent) and logistics for Tridium's U.S. biennial Niagara Summit, the largest building automation open system event globally
- Developed and executed the strategy for Tridium's \$500K Niagara Summit trade show
- Coordinated registration (Cvent) and logistics for Tridium's biennial global Niagara Forums, administered and publicized TridiumTalk webinars (Webex), and led participation in industry trade shows and customer conferences
- Provided comprehensive marcom support for VYKON by Tridium, a \$10 million business, including maintaining corporate websites (Sitecore with GlobalLink; WordPress) and handling copywriting for web and print materials
- Launched and maintained Tridium's developer marketplace and community sites
- Administered document management systems (Tridium Resource Center platform and Microsoft SharePoint) and managed spend management and requisition processes (SAP)
- Tools used: Salesforce, Marketo, Sitecore with GlobalLink, WordPress, Webex, Cvent, SharePoint, SAP, Adobe Pro, PowerPoint, Word, Excel, Google Analytics, SurveyMonkey, Microsoft Teams, Skype

08/2012 – 07/2014
Richmond, VA

MARKETING COMMUNICATIONS MANAGER **McKesson**

- Played a key role in the marcom team at McKesson Medical-Surgical, contributing to surpassing Gross Profit plan by over \$7 million in one fiscal year
- Supported extended care and primary care McKesson private label brands team, two reimbursement solutions businesses, and global sourcing organization
- Led marcom efforts for the largest private-label product launch in company history
- Selected as a member of the integration communication team ahead of a merger
- Managed marketing collateral and communication projects through complex project and campaign management processes
- Orchestrated multi-channel, multi-touch marketing campaigns
- Contributed to a taskforce supporting McKesson Corporate's cost-cutting initiative
- Tools used: Microsoft Project, Adobe Pro, Word, Excel, PowerPoint



Education

Bachelor of Arts **James Madison University**

Major: English
Minors: Psychology and Sociology
Societies: Alpha Sigma Alpha