ASHLEY BURGESS

CONTACT ME

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PROFESSIONAL ACCOMPLISHMENTS

- **Certified ClickUp Expert 2023 - present**
- **Verified ClickUp Power User, 2023 - present**
- **Leadership Team EOS Integrator, 2021 - 2023**
- **StoryBrand Certification (as part of a Certified StoryBrand Agency), 2021**
- **NAWBO Memphis Women's Business Accelerator Graduate, 2018**
- **BNI Chapter President, 2017-2018**
- **Sandler Training Sales Foundations Graduate, 2017**

HUBSPOT CERTIFICATIONS

- **Revenue Operations**
- **Growth Driven Design & GDD Agency**
- **HubSpot Solutions Partner**
- **Platform Consulting**
- **Marketing Hub Implementation**
- **HubSpot Marketing Hub Software**
- **Sales Enablement**
- **Sales Hub Implementation**
- **HubSpot Reporting**
- **Guided Client Onboarding**
- **Inbound Marketing**
- **Digital Marketing**
- **Email Marketing**
- **Contextual Marketing**

EDUCATION

University of Tennessee, Chattanooga

Bachelor of Science, Psychology, magna cum laude

SUMMARY (is this still a thing? 🤔)

#AgencyLife - I've worn all the hats, juggled all the balls, spun all the plates (choose your favorite metaphor) for over six years, building an agency from the ground up. My goal is to IDS (Identify, Discuss, Solve) internal and external sources of friction to delight customers and drive agency & client revenue. I'm drinking the RevOps Kool Aid, fired up to get departments communicating efficiently and collaborating effectively to achieve shared company goals!

EMPLOYMENT HISTORY

SAUCE AGENCY   July 2016 - April 2019 & June 2021 - July 2024   (Agency closed, but we dared greatly! 🫶)

Positions Held (all the hats!):

- HubSpot Specialist
- Project Manager
- EOS Integrator
- Growth Strategist
- Account Director
- Marketing Saucier / Account Manager

CORRECTIONAL COUNSELING, INC.   April 2019 - June 2021

Position Held: Digital Project Manager

Relevant Experience:

- Conceptualized, built and implemented a virtual training program to transition the company from live, in-person nationwide training to online delivery, enabling mission-critical business operations to continue during the pandemic.

AGENCY EXPERIENCE

REVENUE OPERATIONS AND STRATEGY

- Persona Development
- Customer Journey Mapping
- Digital Presence Audits
- Competitive Analysis
- Content Strategy
- Campaign Development
- HubSpot Implementation, Management & Support
- Data Migration, Integration, Analysis & Reporting
- Departmental & Company Goal Setting
- Layout & Graphic Design Visuals/Diagrams of Campaign Flows, Workflows, Funnels, and Strategic Deliverables
- Website Strategy, Sitemapping & Wireframing

PROJECT MANAGEMENT & AGENCY LEADERSHIP

- Agency process documentation & iterative improvements based on agency data
- Revenue analytics: developed agency profitability tracking system to identify opportunities & recommend improvements
- Planned, built & implemented Sauce's ClickUp project management ecosystem, based on ZenPilot methodology
- Assisted sellers in developing technical scopes pre-sale and consulted on retainer pricing based on agency data + identified upsell opportunities for existing accounts
- Oversaw project deliverables, timelines and budgets
- Recruited and managed outside agency resources and 3rd party vendors
- Designed agency process training materials and knowledgebase articles
- Client communication and relationship management, often C-suite stakeholders
- Mission, vision, & core values exercise facilitation (for Sauce and clients' businesses)
- Scorecard and V/TO development
- Integrator role, L10 and Quarterly Planning facilitation
- Creative problem solver with strong analytical, communication & interpersonal skills

PRODUCTION

- BrandScript & One-Liner Creation
- StoryBrand Email Drip Creation & Implementation
- StoryBranded Website & Landing Page Copy and Development
- Content Creation (Blogs, Emails, Lead Magnets, Social Media) & Graphic Designs to Support
- Quality Control (all the details! 🔍)
- Create & Maintain Editorial Calendars, Creative Briefs & Strategic Documentation

TECH STACK

- Adobe Premiere
- Asana
- Canva
- ClickUp
- Constant Contact
- Fireflies.ai
- G Suite
- HubSpot
- Lucidchart
- Lucky Orange
- Jasper AI
- Mailchimp
- Microsoft Office
- Miro
- Monday.com
- MyEmma
- SemRush
- Typeform
- Wordpress
- Zoom