


Ashley May

Campaign Strategist & Digital Marketer

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 <https://ashley-may.com/>

Certifications & Platforms

Google Analytics - GA4

Klaviyo Product Certification

Bloomberg Market Concepts

Email Integrations:

Eloqua, DMP, Klaviyo & Narvar

Analytics:

Google Analytics, Google Ads,
Facebook Ads Manager,
Microsoft Advertising & PowerBI

Project Management:

Wrike, ZiFlow, Filestage, Jira & Asana

eCommerce & CMS:

Magento, Shopify & WordPress

Business Software:

Microsoft Office Suite
(Teams, Word, Excel & PowerPoint)

CRM & Reviews:

Yotpo, Lexer, Method & SalesPro

Education

Master of Business Administration (M.B.A.) Specialization in Management

Fairleigh Dickinson University
Madison, New Jersey
3.79 GPA

Bachelor of Science

(B.S.) Business Management Concentration in Leadership

Fairleigh Dickinson University
Madison, New Jersey
3.82 GPA
Magna Cum Laude
Phi Omega Epsilon Honor Society
FDU Honors

Summary

Results-driven marketing leader specializing in enterprise-level campaign strategy, recognized for aligning complex multi-channel programs with business objectives to deliver measurable impact. Brings a data-first approach to architecting customer journeys, segmentation frameworks, and automation roadmaps that elevate personalization, strengthen engagement, and optimize performance across channels. Combines experience in ecommerce, email campaign strategy, and digital frameworks with analytical rigor to identify opportunities, mitigate risks, and maximize ROI.

Experience

Integrated Campaign Manager

Selective Insurance

June 2025 – Present, Branchville, NJ

- Leads enterprise email-first marketing strategy, aligning multi-channel Eloqua and Distributed Marketing Platform (DMP) campaigns with business objectives and delivering measurable impact through data-driven campaign planning and robust execution.
- Champions the strategic integration of email, customer experience, and digital campaigns to create cohesive campaign roadmaps that combine team efforts, ensuring ongoing visibility, conversion, and momentum to Selective's targeted audience groups across various platforms.
- Architects customer journeys and segmentation frameworks that enhance personalization, optimize lifecycle engagement, and strengthen performance across email and digital channels to ensure seamless execution of campaigns while integrating emerging technologies, including GenAI, to elevate campaign effectiveness.
- Owns the campaign automation roadmap, leveraging advanced testing, analytics, and platform capabilities to improve targeting precision, operational efficiency, and conversion outcomes.
- Translates complex performance data into clear insights and strategic recommendations, using KPI frameworks and dashboards to guide decision-making across cross-functional teams.

DtC & B2B eCommerce Key Account Manager

Pierre Fabre Dermo-Cosmetique

Brands: Eau Thermale Avène, René Furterer, Klorane, Glytone

August 2021 – June 2025, Parsippany, NJ

- Leads data-driven ecommerce strategies, managing a \$2M budget to drive \$20M in annual revenue, ensuring sustained sales growth and profitability.
- Develops and executes high-impact promotional strategies, leveraging insights to optimize conversion rates with success of +5% YoY consecutively and has increased average transaction value by \$5 YoY.
- Orchestrates a 24-month rolling business plan, defining KPIs and implementing proactive strategies to meet and exceed business objectives.
- Forecasts revenue, budget, and inventory on annual, monthly, and weekly cycles to maintain financial efficiency and growth.
- Leads a \$4M media budget, ensuring alignment with brand goals to drive \$7M in conversion revenue and a +16% increase in customer awareness through Google, Bing, Meta, Snapchat, Pinterest, Instagram, and TikTok.

Marketing Communications & Social Media Specialist

Wave Distribution

October 2020 - April 2021, Ringwood, NJ

- Responsible for the development of business-centric growth strategies and furthering consumer targeting and remarketing efforts.
- Responsible for content creation on the Adobe Creative Suite and curation of media through social platforms to be used on company social media accounts, paid ad campaigns, and at trade shows.