

# ASHLEY MCGOWAN

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Throughout my 15+ year career, I have successfully impacted over 100 global brands across 19+ countries, influencing over \$1.5B in revenue through innovative marketing programs. As a proven leader, I have a track record of building first-to-market initiatives that effectively leverage digital and experiential techniques to engage strategic audiences and drive meaningful action. I excel at leading high-performing cross-functional teams and have consistently delivered measurable business outcomes by leveraging my expertise in cross-functional collaboration, data-driven decision making, and cross-cultural competency.

## PROFESSIONAL EXPERIENCE

### **Global Marketing Lead, Business Equity**

**Meta / June 2019 - Present**

Established a business strategy and grew a business group from the ground up, influencing \$1.5B+ in revenue across 19+ countries. Leading 80+ stakeholders across four global regions, my work includes bespoke c-suite engagements, industry partnerships and global activations that consistently deliver lift in brand metrics amongst Meta's top 30 global advertising customers.

### **Client Partner**

**Meta / January 2018 - May 2019**

Managed brand, media and creative agency relationships across three clients totaling over 100 brands. Concepted and executed a national agency tour focused on creative education resulting in an increase from 42% to 89% mobile optimized ads across Kraft brands.

### **Account Executive**

**Under Armour / February 2017 - December 2017**

Increased visibility and established MyFitnessPal as a lucrative advertising channel. Through the development of an advertising offering, campaign management workflow, and post-campaign analysis, I facilitated increased revenue and repeat brand experiences for major clients such as Miller Coors and White Claw.

### **Account Executive**

**Microsoft / August 2013 - January 2017**

As a key contributor to Bing's ad product development, I established and led a sales team of two Account Managers, one Account Coordinator, and one Insights Manager. Utilizing performance, vertical, platform, and audience insights, we consistently provided recommendations that resulted in YoY revenue growth of over 17%.

## CREATIVE AGENCY EXPERIENCE

**Senior Account Executive / Energy BBDO / Nov 2011 - Jul 2013**

**Account Executive / McGarryBowen / Jun 2010 - Oct 2011**

**Assistant Account Executive / FCB Global / Jan 2008 - Jun 2010**

## BOARD OF DIRECTOR ROLES

### **ADCOLOR**

Guiding scale of the organization through global markets and industry tentpoles engagement.

### **American Association of Advertising Agencies**

Provide advocacy and guidance that aids in the advancement of the US ad industry, particularly the growth and retention of diverse talent.

## THOUGHT LEADERSHIP

### **Innovations for All**

Consumer Electronic Show, 2020

### **Guest Lecture: Building Inclusive Marketing Plans**

Miami Ad School, 2020

### **Cannes Lions Diversity Collective**

Cannes Lions Creativity Festival, 2019

## INDUSTRY RECOGNITIONS

### **Champion's List**

AdWeek, 2020

### **Incorporators Award**

Marcus Graham Project, 2015

### **Rising Star**

ADCOLOR, 2014

### **Rising Star**

American Advertising Federation, 2013

## EDUCATION

### **University of Illinois at Champaign-Urbana**

Bachelors of Science / Advertising  
Aug 2004 - Dec 2007