

# Ashley Boyd

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## PROFESSIONAL SUMMARY

Strategic marketing leader with 15+ years of experience driving revenue growth and elevating brand leadership for healthcare companies in digital health, medical devices, and healthcare services. Proven ability to lead teams, develop innovative marketing strategies, and execute high-impact campaigns that align with business objectives. Skilled in managing multi-million-dollar budgets and positioning organizations as market leaders.

## KEY SKILLS

- **Marketing Strategy:** Strategic Planning, Go-to-Market Planning, KPI Alignment
- **Brand Management:** Brand Positioning, Rebranding, Thought Leadership
- **Content Strategy:** SEO, Content Strategy, Integrated Campaigns
- **Lead Generation:** B2B & B2C Campaigns, Market Segmentation
- **Product Marketing:** Product Launches, Product Marketing Strategy
- **Project & Budget Management:** Resource Allocation, Budget Oversight
- **PR & Communications:** Thought Leadership, Media Relations, Board Communications
- **Event Management:** Tradeshow Planning, Event Strategy

## WORK HISTORY

### SENIOR DIRECTOR OF CORPORATE MARKETING

**Unlock Health** - Birmingham, AL (Present)

- Lead corporate marketing strategy for North America's largest healthcare marketing agency, managing a team of 11 to drive a \$100M pipeline and position the brand as an industry leader.
- Unified eight legacy organizations under a single brand, delivering a rebrand, launching new websites, and overhauling marketing processes, segmentation, and messaging across four lines of business.
- Launched a flagship Health Risk Assessment platform, generating \$5M in new business within six months, and implemented HubSpot CRM to boost lead conversion rates by 20%.
- Managed 50+ annual events and spearheaded thought leadership campaigns to enhance brand visibility and generate high-quality leads.

### GLOBAL BRAND MESSAGE DIRECTOR

**Apostle** - Birmingham, AL (2023-2024)

- Directed brand strategy and management for a global healthcare client, overseeing the creation and launch of industry-first campaigns across 60+ countries.
- Accelerated global market share expansion through strategic brand messaging and innovative marketing tactics.

### HEAD OF DIGITAL MARKETING

**Cleerly Inc** - Birmingham, AL (2021-2023)

- Drove strategic growth initiatives and digital marketing efforts for a Series C-backed company, aligning KPIs and budgets with business objectives.
- Executed integrated marketing campaigns, developed content strategies, and led SEO and SEM optimization, resulting in increased traffic and engagement.

- Managed in-house teams and external consultants to optimize marketing performance and achieve commercial growth.

## **FOUNDER**

**Longevity Marketing Company** - Birmingham, AL (2019-2021)

- Delivered comprehensive healthcare marketing services to a diverse client base, including Protective Life, EBSCO Health, Onduo (Verily), and more, enhancing client visibility and market presence.

## **SENIOR MARKETING MANAGER**

**Livongo Health** - Chicago, IL (2018-2019)

- Led B2B marketing initiatives for a pioneering chronic condition management company, managing product launches and generating demand across employer, payor, and provider segments.

## **PRODUCT MARKETING AND COMMUNICATIONS MANAGER**

**Becton Dickinson** - Boston, MA (2017-2018)

- Spearheaded product marketing for a digital health business unit, focusing on market entry strategies and competitive differentiation. Defined value propositions and go-to-market strategy that supported successful product launches in key markets.

## **DIRECTOR OF BUSINESS DEVELOPMENT**

**Mad\*Pow** - Boston, MA (2014-2017)

- Expanded agency market share by acquiring new healthcare and pharma clients through tailored proposals and marketing strategies developed in collaboration with cross-functional teams, driving revenue and project growth.

## **DIRECTOR OF BUSINESS DEVELOPMENT**

**SBR Health** - Boston, MA (2011-2014)

- Supported B2B and B2C marketing and sales for a SaaS telemedicine startup, contributing to business development and client engagement.

## **REPORTER AND DIGITAL CONTENT PRODUCER**

**Tuscaloosa News** - Tuscaloosa, AL (2008-2010)

## **EDUCATION**

**The University of Alabama | Bachelor of Arts**

Journalism and Creative Writing (2008)

Dean's 'Honor Roll' List

**Kellogg Executive Course**

Digital Marketing Strategies: Data, Automation, AI & Analytics (2022)

**Chief Marketing Officer Institute**

Cohort IV (2023)

## **VOLUNTEER**

- **Alabama Health Rounds**, Board Member (Present)
- **Momentum Women in Leadership**, Mentor (Present)