

# ASHLY TYSON

*Brand & Content Marketing Leader — Storyteller (UNC Journalism)*

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## SUMMARY

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Brand and content marketer with journalism roots and ~8 years turning brand into demand across content, social, and events. Blends editorial storytelling with campaign strategy and analytics to build audiences, sharpen brand voice, and drive engagement. Experienced leading rebrands and keeping visual and message consistency at scale.

## CORE SKILLS

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**Creative:** Content Strategy · Brand Marketing · Copywriting/Editorial · Social Media · Visual & Brand Consistency

**Marketing:** Campaign Management · Audience Engagement · SEO · Demand Generation · Event Content

**Leadership:** Rebrand Leadership · Cross-functional Collaboration · Budget Management · Marketing Analytics

## EXPERIENCE

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**Senior Marketing Associate** | NC League of Municipalities *Feb 2017 – Feb 2022*

- ▶ Drove content marketing with strong visual and brand consistency across channels.
- ▶ Supported an organization-wide rebrand that lifted company-wide visibility.
- ▶ Directed event content and marketing programs that generated leads.

**Marketing Programs Manager** | CivicPlus *Feb 2022 – Feb 2023*

- ▶ Created social and event campaigns that maximized reach and brand resonance.
- ▶ Strengthened SEO to grow organic visibility and audience.
- ▶ Managed campaign budgets against financial goals.

**Event Marketing Manager** | TSIA *Feb 2023 – Dec 2024*

- ▶ Built event content and promotion strategy that grew attendee engagement.
- ▶ Owned cross-channel storytelling for consistent brand experience.
- ▶ Improved conversion and lowered acquisition cost through iterative optimization.

**Partner Marketing Manager** | TSIA *Dec 2024 – Jun 2025*

- ▶ Developed partner-facing content and enablement that aligned brand messaging.
- ▶ Optimized communications to lift pre-event engagement.

**Partner Marketing Manager** | Teleperformance *2025 – Present*

- ▶ Lead partner marketing content and multi-channel campaigns driving engagement and growth.

## EDUCATION

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**B.A. Journalism — Public Relations & Advertising** | University of North Carolina at Chapel Hill *2016*