

ASHLY TYSON

Event & Experiential Marketing Leader — B2B · Partner · Field

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SUMMARY

Event marketing leader with ~8 years designing and producing events that drive attendee engagement, sponsor value, and pipeline. Runs strategy end-to-end — concept, promotion, partner activation, and on-site execution — and pairs creative experience design with the analytics to prove impact.

CORE SKILLS

Events: Event Strategy · Experiential Marketing · Field/Conference Events · On-site Production · Sponsor & Partner Activation

Marketing: Multi-channel Promotion · Demand Generation · Content & Social · Registration/Attendance Growth

Operations: Budget Management · Vendor Coordination · Cross-functional Leadership · Marketing Analytics

EXPERIENCE

Event Marketing Manager | TSIA Feb 2023 – Dec 2024

- ▶ Designed and executed comprehensive event marketing strategies that grew attendee engagement.
- ▶ Managed cross-channel event promotion for efficiency and measurable performance.
- ▶ Improved conversion rates and reduced acquisition costs through continuous campaign optimization.

Partner Marketing Manager | TSIA Dec 2024 – Jun 2025

- ▶ Led partner and sponsor marketing that elevated event engagement and sponsor visibility.
- ▶ Built partner enablement tools that aligned co-promotion around events.
- ▶ Optimized communications to boost pre-event registration and engagement.

Partner Marketing Manager | Teleperformance 2025 – Present

- ▶ Lead partner marketing and joint event programs that drive engagement and pipeline.
- ▶ Develop multi-channel campaigns spanning events, partner activation, and demand.

Marketing Programs Manager | CivicPlus Feb 2022 – Feb 2023

- ▶ Organized social and event campaigns that maximized outreach and brand resonance.
- ▶ Managed event and campaign budgets to financial goals.
- ▶ Grew visibility and acquisition through SEO and partner collaboration.

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

- ▶ Directed event coordination and marketing programs that generated leads.
- ▶ Led content and branding with strong visual consistency across events.
- ▶ Supported an organization-wide rebrand that raised event and company visibility.

EDUCATION

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