

ASHLY TYSON

Marketing Leader — Demand Generation · Partner Marketing · Events
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SUMMARY

Senior marketing manager with ~8 years building and leading multi-channel programs that turn campaigns into pipeline and events into revenue. Deep experience across partner/channel marketing, demand generation, content, and large-scale events. Known for connecting strategy to measurable growth and for leading cross-functional teams to operational excellence.

CORE SKILLS

Growth: Demand Generation · Partner/Channel Marketing · Pipeline Acceleration · Marketing Analytics · SEO

Programs: Multi-channel Campaigns · Event Marketing · Content Strategy · Budget Management

Leadership: Cross-functional Leadership · Strategic Planning · Partner Enablement · Stakeholder Alignment

EXPERIENCE

Partner Marketing Manager | Teleperformance *2025 – Present*

- ▶ Lead marketing across partner portfolios, driving joint planning and measurable growth.
- ▶ Build multi-channel campaigns focused on partner engagement and pipeline acceleration.
- ▶ Influence revenue through strategic collaboration and integrated demand programs.

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

- ▶ Spearheaded partner marketing campaigns that elevated engagement and sponsor visibility.
- ▶ Developed scalable partner enablement tools that improved promotional alignment.
- ▶ Optimized communication strategy to lift pre-event engagement.

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

- ▶ Owned end-to-end event marketing strategy that grew attendee engagement.
- ▶ Managed cross-channel promotion for efficiency and performance.
- ▶ Improved conversion rates and reduced acquisition costs through continuous optimization.

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

- ▶ Ran integrated social and event campaigns to maximize reach and brand resonance.
- ▶ Managed campaign budgets against clear financial goals.
- ▶ Strengthened SEO and partner collaboration to grow visibility and customer acquisition.

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

- ▶ Drove content marketing with strong visual and brand consistency.
- ▶ Directed event coordination and marketing programs for lead generation.
- ▶ Supported an organization-wide rebrand that lifted company visibility.

EDUCATION

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