ASHA E. BROWN, M.Ed.

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SUMMARY

Strategic communications and marketing leader with 11+ years of professional experience spanning higher education, enterprise organizations, nonprofits, and consulting. Proven ability to develop integrated communications strategies, translate complex organizational priorities into compelling narratives, and partner with senior leaders and cross-functional teams to engage diverse audiences. Experienced across executive and internal communications, digital content, social media, video, publications, audience insights, communications governance, budget management, and team leadership, balancing long-term strategy with hands-on writing and production.

PROFESSIONAL EXPERIENCE

Manager – Marketing, Strategy & Planning **Apr 2025 – Feb 2026**

Walmart Connect *Hoboken, NJ*

- Built and owned an enterprise content strategy and planning framework, establishing governance standards, editorial workflows, Legal review steps, and cross-functional operating rhythms across Marketing, Product, Creative, Merchandising, and Legal.
- Developed integrated editorial plans aligned to audience needs, product initiatives, business priorities, and key moments, strengthening consistency across teams and channels.
- Developed the requirements and business case for a centralized enterprise editorial calendar through stakeholder research and workflow analysis, securing senior-leadership support and organization-wide adoption.
- Led an audit of 1,200+ content assets, translating audience, content, and performance insights into executive recommendations that shaped strategy, production priorities, and resource allocation.

Consultant & Content Strategist **May 2020 – May 2025**

Freelance *Brooklyn, NY*

- Developed and executed multi-channel communications and content strategies across web, email, social, video, and campaigns, increasing engagement by 74% and contributing to a 34% increase in sales.
- Led projects from strategy and briefing through writing, editing, stakeholder review, production, launch, and performance evaluation while managing budgets, freelance contributors, and external vendors.
- Advised founders and senior leaders on audience strategy, messaging, thought leadership, and executive communications; developed brand storytelling that helped clients secure partnerships with Netflix, the NBA, and Jordan Brand.
- Wrote video scripts and developed storyboards for client campaigns.

Customer Success Content Developer **Oct 2021 – Mar 2023**

Salesforce *New York, NY*

- Produced customer education and adoption content across Salesforce for Education, Salesforce for Nonprofit, Slack, and Marketing Cloud, including webinars, presentations, demos, email, video, and knowledge articles, supporting a 39% increase in platform adoption.
- Partnered across Product, UX, Brand, Marketing, and Customer Success to align messaging, tailor communications by audience and journey stage, and use engagement feedback to optimize future content.
- Wrote product demo video scripts, with captions, transcripts, and plain language to make content accessible.

Customer Content Strategist **May 2021 – Oct 2021**

iCIMS *New York, NY*

- Defined content strategy and launch messaging for the Video Studio mobile app and developed use cases, testimonials, customer stories, and learning content in partnership with Product, UX, Brand, Marketing, Legal, and customer-facing teams.

Associate Consultant (Contract) **Feb 2021 – Oct 2021**

Bridge Philanthropic Consulting, LLC. *New York, NY*

- Developed philanthropic communications and strategy for nonprofit clients, including prospective donor engagement, proposals, press releases, email communications, presentations, and external messaging.
- Conducted market and prospect research and developed concise donor briefings and strategic communications for senior leaders.

Program Manager **Jul 2019 – Apr 2020**

Year Up, Inc. *New York, NY*

- Managed and coached a 15-person team delivering structured programming for 100+ participants and partnered with employers to support 75+ internship placements; used participant and employer feedback to improve program experiences.

Consultant, Marketing & Recruitment (Contract) **Mar 2019 – Jul 2019**
Temple University – Lewis Katz School of Medicine *Philadelphia, PA*

- Strengthened marketing and recruitment strategy for student enrichment programs, developed audience-focused materials, and created a $95K program budget supporting summer initiatives for underrepresented medical students.
- Analyzed confidential assessment data in Excel and synthesized findings into a cumulative report for program leadership.

Program Coordinator, Student Organizations **Jul 2017 – Feb 2019**
Temple University *Philadelphia, PA*

- Led communications supporting 350+ student organizations, developing newsletters, email campaigns, handbooks, guides, presentations, social content, and institutional messaging reaching 1,000+ students weekly, with 800+ weekly readership.
- Wrote and edited student organization and advisor resources to align with university policies and institutional standards; advised 350+ organizations on communications, events, risk management, and leadership.
- Trained 1,500+ student leaders through in-person and virtual programming, managed graduate professional staff, and oversaw a $140K annual program budget while supporting major campus initiatives and events serving 2,000+ attendees.

Additional Temple University Experience: First-Year Seminar Instructor (2018), advising first-year students on academic exploration, major selection, and goal setting.

LEADERSHIP & COMMUNITY ENGAGEMENT

Communications & PR Chair; Assistant Corresponding Secretary **Jul 2026 – Present**
Delta Sigma Theta Sorority, Inc. – Brooklyn Alumnae Chapter *Brooklyn, NY*

- Lead internal and external communications strategy for a 300+ member service organization and support 15+ committees with campaign strategy, promotional content, event communications, chapter correspondence, and member-facing messaging across digital and print channels.
- Build communications workflows, creative standards, approval processes, and planning systems that improve consistency, coordination, and execution across chapter initiatives.

Board of Trustees Member **Jul 2026 – Present**
Brooklyn Emerging Leaders Academy Charter High School *Brooklyn, NY*

- Contribute to governance, strategic oversight, fundraising, resource development, and community partnerships; develop marketing and outreach strategy for the school's 10th Anniversary Gala, supporting positioning, donor engagement, audience development, and event visibility.

Treasurer **Jul 2025 – Present**
North Carolina A&T State University Alumni Association – New York Alumni Chapter *New York, NY*

- Manage a $20K budget, financial accounts, and oversee reimbursement and purchasing processes for an alumni-led nonprofit; ensure compliance with North Carolina A&T State University policies while supporting organizational planning, member engagement, and community programming.

CORE COMPETENCIES

- Strategic Communications & Integrated Planning
- Executive & Internal Communications
- Higher Education Communications
- Digital, Social & Editorial Strategy
- Audience Insights & Content Analytics
- Video Scripting, Publications & Storytelling
- Cross-Functional & Senior Stakeholder Influence
- Communications Governance & Brand Standards
- Fundraising & Philanthropic Communications
- Team Leadership & Staff Development
- Budget & Vendor Management
- Project & Program Management

TOOLS

Salesforce | Airtable | Workfront | Adobe Suite | Canva | Kapost | Camtasia | Microsoft Office | Generative AI

EDUCATION

University of Illinois Urbana-Champaign
Master of Business Administration | Forté Fellow Anticipated May 2027

University of Louisville
Master of Education – Counseling & Personnel Services

North Carolina A&T State University
Bachelor of Arts – English, African-American Literature