

ashley devereux

brand strategist

EDUCATION

VCU Brandcenter

M.S. Creative Brand Management:
May 2019 | 3.7 GPA

Virginia Tech

B.S. Business Management:
May 2010 | 3.0 GPA

SKILLS

Creative Problem Solving
Brand Strategy
Experience Design
Brand Positioning
Market + Competitive Analysis
Focus groups + Interviews
Surveys + Discussion Guides
Qualitative + Quantitative Analysis
Creative Briefing
Project Management

ABOUT ME

Former Snowboard Instructor
Pomeranian mother
Salad snob
Drag enthusiast

EXPERIENCE

Brand Federation / July 2019 - Present

As a Strategy Consultant, I performed qualitative and quantitative research to uncover human-centered insights, brand truths, and business opportunities. I translate those research findings into actionable recommendations for companies across various industries including education, healthcare, architecture, and manufacturing. I have supported and developed brand architecture, brand positioning, messaging, and strategic planning for brands like MIT, Cancer Treatment Centers of America, Liqui-Box, and Moseley Architects. I collaborate with design teams to ensure the brand experience is unified throughout the brand's website, logo, and packaging.

Berlin Cameron / June 2018 - May 2019

After completing my summer internship, I continued to work remotely as a freelance strategist. I developed and presented strategies for challenging brands like Kali Tampons, National Geographic, and Capital One. I analyzed quantitative survey data and developed insights to inform communications related to National Mental Health Day; performed competitive audits on Fortune 500 brands across the financial category; and assessed stakeholder interviews to inform brand positioning and strategy for new products and services.

Apex Systems / Oct. 2011 - Aug 2017

As a Client Delivery Manager, I supported Fortune 500 companies on a national scale. For the CVS Caremark account, I was promoted from Recruiter to Team Lead to Client Delivery Manager within two years after delivering exceptional YOY growth. Responsible for managing and developing a team of fifteen recruiters, I more than doubled account revenue in less than a year, achieved "Top 3" in a \$125 million staffing vendor program, and earned a top performance club trip two years in a row.