

SHANNON ASHTON

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EXPERIENCE

B2LINKED

LEHI, UT

Senior Account Manager

Oct 2022 - Present

- Foster relationships with top-spending national and international clients
- Design campaign strategy, manage campaign execution, and enhance performance
- Manage \$2M annual budgets to optimize lead generation and consumer awareness
- Select Clients: Gap Inc - Gap, Old Navy, Athleta, Banana Republic; Kustomer (Meta); World Kinect

Account Manager

Apr 2022 - Oct 2022

- Maintain 12 simultaneous client relations as primary agency point of contact
- Implemented strategy that reduced ad costs by 80% and increased click through rates by 300%
- Designed ads that increased rate of MQLs by 10x and reduced cost of new customers by 75%

LinkedIn Ads Specialist

Jan 2021 - Apr 2022

- Created targeted ad campaign audiences, imagery, and ad copy for 15+ clients
- Managed \$200k monthly budgets, bids, click through rates, and various performance indicators
- Designed ads that increased conversion rates by 80% for leads valued at \$350,000

BYU ADLAB

PROVO, UT

Account Manager, Strategist

Aug 2020 - Present

- Lead and participate in 10+ strategy teams for clients and student spec work
- Conduct consumer insight research through surveys, interviews, and focus groups
- Manage schedules, write briefs, prepare and deliver pitch decks for client presentations
- Clients: Amazon, The Church of Jesus Christ of Latter-day Saints

CORAL VITA

PROVO, UT

Social Media Team Manager

Jan 2021 - Apr 2021

- Directed team of five to expand Coral Vita's social media reach and engagement
- Increased Instagram engagement and following by 30%
- Launched a TikTok account and created video content to attract new audiences
- Created a cohesive brand by establishing an original 15-page style guide

EDUCATION

BRIGHAM YOUNG UNIVERSITY

PROVO, UT

B.A. Communications: Advertising

Apr 2023

Minor: Business

GPA: 3.97 | Dean's List | Academic Scholarship

National Honor Society in Journalism and Mass Communications

CERTIFICATIONS

- LinkedIn Marketing Solutions
- LinkedIn Marketing Strategy
- Meta Certified Digital Marketing Associate
- Google Ads Search
- Google Analytics Beginners
- Microsoft Office Suite

ADDITIONAL INVOLVEMENT

- 2022 Washington Media Scholars Media Plan Case Competition Semi-Finalist
- Instructed 30+ women at weekly religious studies group
- Taught elementary children reading skills as a member of BYU's Family Literacy Club
- American Advertising Federation Member
- Hobbies: hiking, cycling, musical theatre, piano