



# ASHLEY NADER

PRODUCT + PEOPLE

## CONTACT

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## EXPERIENCE

### IOVOX

SEP 2016 - PRESENT

#### PRODUCT MANAGER

- Strategy, product lifecycle, and health of IOVOX's mobile apps on iOS, Android and Web. Knowledgeable of ASO, UA Strategy and Agile Methodology. Responsible for driving and delivering solutions that enhance the value and utility to users. Provides cross-functional leadership and fortifies relationships with internal and external stakeholders. Manages a dynamic team across multiple time-zones to deliver actionable solutions within timelines.

### PRODUCTS ON THE GO

JAN 2015 - JULY 2016

#### CREATIVE MANAGER

- Microsoft Suite Creative consultant and digital content manager including social and web platforms. Assist in the overall creative design and direction of brand identity, digital marketing and promotion. Manage and oversee overall digital strategy and direction of brand outreach both on and off site. Assist with market research, product development and sourcing, administrative tasks and manage the CEO/Founder's personal brand as well.

### DS XPRESS - CUSTOM WEB & APPS

JAN 2015 - AUGUST 2016

#### CONSULTANT/PROJECT MANAGER

- Business consultant and project manager. Provide guidance and feedback on the overall creative design and development of digital platforms from start to finish. Work closely with clients to manage projects and assure successful and timely completion.

### UNIVERSITY OF FLORIDA

JAN 2015 - MAY 2015

#### UI/UX DESIGNER

- Designed innovation and cost-effective solutions for scientific research. Wire framing, prototyping, UI/UX Design. Conducted background and on-site research during the pre-planning stage to understand target audience and client need. Collaborated with a team of 9 students on design, development, and marketing of mobile application. Worked closely with client to articulate needs, objectives and strategies.

### HOUSES.COM

#### DIGITAL CONTENT MANAGER

AUG 2014 - JAN 2015

- Lead team of designers and bloggers to curate digital content and lead social efforts. Collaborated on marketing and promotion projects for the company's main parent company and four sub-brands. Expanded social media following and viewership growing content reach, engagement and broadening audiences.



## EDUCATION

### BACHELOR OF SCIENCE, MAJOR IN MEDIA & SOCIETY

#### MINOR IN INNOVATION & ENTREPRENEURSHIP

UNIVERSITY OF FLORIDA | 2013 - 2015

SUMMA CUM LAUDE

### MASTERS IN LEADERSHIP, MANAGEMENT AND EMERGING TECHNOLOGIES

UNIVERSITA DEGLI STUDI GUGLIELMO MARCONI | 2016

2016



## SKILLS

- Product Management
- UI/UX Knowledge
- Market Research & Execution
- Product Design & Development
- Agile Methodologies
- Rapid Prototyping & A/B Testing
- iOS, Android & Web
- Fluent in Spanish
- App Store Optimization
- Mobile Marketing Strategy
- SEO and Google Analytics
- Digital Marketing and Sales
- Content Development
- Copywriting/Blogging
- Graphic & Web Design
- Adobe & Microsoft Suite



## ACHIVEMENTS

### NEXT LEVEL TECH

#### CO-FOUNDER

SEP 2015

### BNI CELEBRATION

#### WEB MASTER AND CHARTER MEMBER

AUG 2015

### HOOTSUITE

#### CERTIFIED SOCIAL MEDIA PROFESSIONAL

LICENSED SINCE MARCH 2015



## VOLUNTEER

### DIGITAL CORRESPONDENT & WEB DESIGNER

#### THE DYLAN SCHOPP SUNSHINE FOUNDATION

PROMOTE COMMUNITY OUT REACH OF SUICIDE AWARENESS AND PREVENTION THROUGH VARIOUS FUND RAISERS, LOCAL EVENTS AND BRAND PARTNERS. DESIGNED AND CURATED CONTENT FOR FOUNDATION WEBSITE: DYLANFOUNDATION.ORG AND MANAGE SOCIAL MEDIA ACCOUNTS.