ASHLEY DOWGWILLO

Santa Monica, CA | 512-910-1375 | adowgwillo@gmail.com | linkedin.com/in/adowgwillo

MARKETING EXECUTIVE | BRAND STRATEGY, OPERATIONS & COMMUNITY ENGAGEMENT

Marketing executive with 13+ years of experience across destination organizations, agencies and cultural institutions. Led a 30-person team and an $8 million creative portfolio; currently oversee a $2 million department supporting Santa Monica's $996.6 million visitor economy.

PROFESSIONAL EXPERIENCE

Vice President of Marketing

Santa Monica Travel & Tourism | Dec. 2024 – Present

- Lead global marketing strategy supporting Santa Monica's $996.6 million in annual visitor spending, connecting destination demand with local business and community priorities.
- Partner with the CEO, city leadership, hospitality stakeholders and Board of Directors to translate organizational priorities into integrated marketing and operating plans.
- Direct P&L for a $2 million department and $1 million annual advertising investment, overseeing staffing, resource allocation, vendor contracts and financial planning.
- Guide agency, creative and media partners across paid, owned and experiential campaigns for domestic and international leisure and business audiences.
- Led the reimagining of santamonica.com with natural-language search, personalization and search optimization; use Datafy, Tourism Economics and Google Analytics to inform executive reporting and marketing investment.
- Negotiate brand and corporate partnerships supporting revenue, audience growth and community programs; develop sales materials and experiences for travel trade and meetings audiences.
- Developed a proprietary rewards platform to incentivize travel to Santa Monica, with launch planned for winter 2026.
- Collaborate with Los Angeles County organizations; partnered with LAEDC on a yearlong post-wildfire recovery project.
- Lead initiative to integrate organizational data sources into a LLM-powered search platform, designed to streamline team workflows and increase productivity.

Senior Director, Creative Services

Madden Media | May 2023 – Dec. 2024

- Led a 30-person multidisciplinary team spanning video, photography, experiential events, SEO, email, print and content, with responsibility for department P&L and vendor oversight.
- Managed an $8 million creative portfolio across 30-plus client programs, aligning staffing, budgets and delivery with profitability and quality standards.
- Led Creative Services new business procurement and partnered with executives on operating strategy, agency pricing and profitability initiatives.
- Applied agile project management to coordinate competing priorities and resources.
- Developed client campaigns, including two recognized with HSMAI Adrian Awards.

Account & Content Director

Paradise Advertising & Marketing | Jan. 2022 – April 2023

- Served as primary client lead across 20-plus tourism and hospitality accounts, translating business objectives into integrated strategy and managing stakeholder expectations.
- Led cross-functional content, creative and media teams to coordinate execution and balance concurrent client priorities.

Strategic Partnerships Manager

Austin Theatre Alliance | Jan. 2020 – Feb. 2021

- Developed corporate sponsorships and institutional partnerships supporting Moontower Comedy Festival, Paramount Conversations and cultural programming.
- Aligned corporate partners and internal teams around audience experiences, brand programs and revenue objectives.

Marketing & Music Manager

Visit Austin | Nov. 2016 – May 2019

- Directed domestic and international campaigns and experiential programming supporting greater Austin's $7.4 billion annual visitor economy, connecting hospitality, music and cultural partners with key audiences.
- Built programs featuring musicians, chefs and cultural talent that generated 11.4 million annual impressions and exceeded annual performance goals by more than 300%.
- Served on the host city planning committee for PCMA Convening Leaders Austin 2017, which attracted 4,175 delegates and generated an estimated $11 million in immediate economic impact.
- Hosted media and developed destination partnerships to expand national and international reach; earned HSMAI Adrian Gold Award recognition.

Marketing & Events Coordinator

The Kansas City Star | Dec. 2013 – Aug. 2016

- Managed magazine marketing and event programs, including a citywide music festival, tradeshows and advertiser events; coordinated sponsorship contracts, fulfillment and reporting with sales, editorial and external partners.

Director of Events

Deer Creek Golf Club | Jan. 2013 – Dec. 2013

- Managed event sales, client relationships and operations supporting approximately $2 million in annual venue bookings; oversaw staff, vendors and delivery against revenue goals and client expectations.

EDUCATION

Bachelor of Arts, Communication and Theatre Arts | Sterling College

LANGUAGES

English and German