



CONTACT

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🌐 www.franklintonmkt.com

BOARD POSITIONS

Service!

Returning Artists Guild

BUSINESS ORGANIZATIONS

FBOT

Urban Business Connection

COAACC

Columbus Chamber of Commerce

RASHEEDAH CRAWLEY

Community Orientated Communications Specialist

WORK EXPERIENCE

OWNER / OPERATOR

Franklinton Market | March 2022 - Present

- Independently manage all aspects of store operations, including inventory, vendor relations, budgeting, hiring, and customer service.
- Develop and execute local marketing initiatives to drive foot traffic and neighborhood engagement.
- Maintain daily financials, oversee POS systems, and ensure regulatory compliance with health and safety standards.

DEALER MARKETING CONSULTANT

Epsilon | Oct 2017 - Oct 2023

- Manage client relationships and drive regional revenue growth through strategic account management and cross-functional marketing execution.
- Lead rollout of marketing initiatives for OEM and dealer-level clients, ensuring product adoption and performance outcomes.
- Provide data-driven forecasts and project oversight to optimize client ROI.
- Serve as primary liaison for client concerns and performance improvement initiatives.

LOCAL MARKETING CONSULTANT

Epsilon | Nov 2013 - Sep 2017

- Delivered multi-channel marketing program performance reporting and ROI analysis for major auto brands including Volvo, Jaguar, Land Rover, Toyota, and Hyundai.
- Facilitated alignment of regional marketing goals with client objectives, translating insights into actionable strategies.
- Acted as key contact for regional campaign execution and issue resolution.

EDUCATION

CERTIFICATE IN MARKETING MANAGEMENT

Harvard Extension School | 2018

BACHELOR OF ARTS, HUMANITIES

The Ohio State University | 2003

ASSOCIATE OF ARTS, HUMANITIES

Columbus State Columbus College | 2000
