

Ashley Ann Laing

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Talented, results-driven and meticulous communications and marketing professional offering years of experience in business growth, brand development, sales, fundraising and customer service. Competent in strategizing and developing strategic plans to fulfill business vision and mission through streamlining and implementing effective systems that exceed financial and organizational targets. Continual communication and collaboration with executives and teams to establish best practices and the utilization of resources to achieve system deliverables. Team oriented with a proven track record of success working in a fast-paced environment while possessing the ability to prioritize, manage and complete deadlines. Superior communication, positive mentality, accountable and strong work ethic to exceed performance goals and expectations.

Areas of expertise include:

- Strategic Planning & Development
- Relationship Building
- Account & Project Management
- Staff Training and Improvement
- Teamwork/Collaboration
- Fiscal Management & Budgeting
- Customer Service
- Project Management
- Marketing & Sales

Professional Experience

Engel & Volkers

Real Estate Agent

Current: August 2024- Present

- Residential Relator, Central Ohio

Nationwide Childrens Hospital

Physician Liaison

June 2019 – Present

- Two-way communication channel to better serve physicians, their office staff and patients
- Referral assistance
- Connections to educations, and CME events, introductions to new specialists and other engagement opportunities
- Confidential issue resolution
- Information on new clinics programs and other services
- Practice support and connection to other value-added resources
- Direct link to pediatric specialist

INOVA Health System

Development Specialist Leadership Giving, Inova Health Foundation

September 2017 – March 2019

- Serves as IFMC fund administrator for 350+ funds, including preparation of all application requests, yearly budget, reimbursement and oversight
- Collaborates with service line VP's and Growth Officer's to utilize funds in implementing quality improvement initiatives for patients, continuing education for staff and capital needs with use of funds; ultimately delivering cost savings
- Manages grateful patient and direct referral program to engage clinical staff in cultivating present and former hospital patients to foster a culture of gratitude to raise money to support hospital services
- Accountable for planning and executing a donors relations and stewardship program to improve and enhance the relationships with assigned donors
- Supervises and assists in the planning of special events, campaign committee meetings
- Actively tracks donor relations and stewardship activities in established databases to enhance relationships and increase the likelihood of continued contributions

American Council for Capital Formation - Washington, DC

Membership & Events Manager

January 2015 – April 2017

- Created and implemented fundraising initiatives to expanded donor base
- Raised 2 million of unrestricted funds with team annually; 10 million+ of restricted funds for projects through fundraising efforts
- Submitted grant proposals; all accepted
- Coauthored, reviewed, and edited business proposals for outreach initiatives both retained and generated new members
- Instituted new systems to track event fundraising revenue and history
- Monitored engagement, campaigns, and platforms to generate analytics and increase brand visibility
- Collaborated with clients and businesses to launch and create content for future programming
- Researched markets for future fundraising opportunities
- Prepared monthly finance reports and supporting documents for annual audit
- Forecasted annual revenue projections
- Planned, budgeted and managed congressional events from start to finish, under budget
- Maintained the highest level of relationships with donors, vendors and prospects
- Scouted, trained and supervised onboarding staff

Walton Development & Management – Reston, VA

Executive Assistant and Community Liaison

July 2013 – January 2015

- Assisted Regional President in day to day administrative functions
- Developed and implemented commercial real estate marketing initiatives, strategy and partnerships with county officials to increase company visibility in the community
- Coordinated community engagement events for company introduction and education
- Researched and gained extensive knowledge of commercial real estate in Northern Virginia and Maryland
- Arranged land tours for potential land investors; both domestic and international
- Gathered market survey data for weekly reports of rate assessments and market comparisons
- Tracked the status of development with potential land investors, increased sales and customer satisfaction

Ernst & Young – Columbus, OH

Executive Assistant

March 2011 – July 2013

- Managed administrative functions for 5 partners and national teams
- Developed relationships both internally and externally
- Planned, budgeted and executed annual “Connect Day” for office of 100 + for two years

Blue Flame Agency – New York, NY

Marketing Coordinator

April 2009– October 2010

- Pioneered innovative guerilla marketing techniques and participated in 5-year strategic planning for product relaunch, growth and future brand extension of CÍROC™ Ultra-Premium Spirit
- Cultivated and collaborated the development of a comprehensive national marketing and sales campaigns (Primetime television placement, print and celebrity endorsement)
- Ensured marketing initiatives are held in conformance to legal compliance with marketing initiatives
- Supervised a team of national influencer sales team
- Reported monthly, quarterly and annual marketing performance outcomes of sales and productivity to corporate partners
- Established and maintained relationships with external vendors
- Sourced and managed budget of branded merchandise

Education

Master of Science in Marketing Communications: Jan 2013 ■ Franklin University, Ross College of Business

Study Abroad, London; Thesis: Studied Marketing Communication Trends

Bachelor of Science in Organizational Communications: 2009 ■ Ohio University, Scripps College of Communications

Alpha Kappa Alpha Sorority, Incorporated | Study Abroad, Merida México: Studied Spanish Language and History