

CAPABILITY STATEMENT

Ashlee Garwood



Marketing & Communications Manager

CONTACT DETAILS

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The Palms, Unit 4
62 Glen Osmond Road
PARKSIDE SA 5063

QUALIFICATIONS

- Bachelor of Marketing & Communication
- Postgraduate Diploma in Digital Marketing
- WSET Level 2 Award in Wine & Spirits

Ashlee joins the Pinion Advisory team as the Marketing & Communications Manager. She brings an impressive skill set to her role, obtaining a Bachelor of Marketing and Communication from the University of South Australia and completing a postgraduate degree in Digital Marketing.

Ashlee has worked in the marketing industry for over ten years and has gained extensive interstate and overseas experience in various areas such as advertising, social media, event management, digital marketing and design. Her standout quality is her versatility, having successfully worked in diverse industries such as home improvement, wine, not-for-profit sector, and even in one of the world's most prestigious hotel chains, Fairmont Hotels & Resorts (specifically, the Fairmont Chateau Lake Louise).

Ashlee heads up the Marketing team and oversees the marketing and communications strategic plan development. She collaborates closely with General Managers and Managers to drive growth planning and maintain alignment with global communications efforts through Pinion Global. Her recent projects include actively contributing to implementing the CRM system, playing a pivotal role in the rollout of the new intranet system, and spearheading the optimisation initiatives for the Pinion Advisory website.

Areas of expertise

- Adobe Photoshop
- Adobe InDesign
- Search Engine Optimisation
- Advertising

Professional experience

- Pinion Advisory - Marketing and Communications Manager, 2023-present
- SuperConcepts - Marketing and Communications Manager, 2023-2023
- Five by Five - Lead Project Manager, 2021-2023
- Cross Carpets - Marketing Manager, 2019-2021
- Patrick of Coonawarra - Cellar Door Manager, 2016-2019

CAPABILITY STATEMENT

Relevant projects

PROJECT	ROLE	CLIENT	YEAR/S DELIVERED
Company website	Research, analyse and develop the optimisation initiatives for the Pinion Advisory website	Pinion Advisory	2023, ongoing
Company CRM system	Advice and implement strategies for the company's CRM system	Pinion Advisory	2023, ongoing
Company growth strategy	Working with General Managers and Managers to ensure company growth	Pinion Advisory	2023, ongoing
New intranet system	Contribute and implement strategy of the company's CRM system	Pinion Advisory	2023, ongoing