

# STEPH ASHLEY

## STANDOUT ACCOMPLISHMENTS

**Executed company-wide rollout to employee stock ownership plan (ESOP)**, driving communications and engagement around the transition and cultural adoption.

**Directed B Corp certification, sustainability, and maintenance strategy** while spearheading cross-functional initiatives aligned with social and environmental performance.

**Oversaw team managing 20+ brands**, including leading full rebrands for Brinkman Real Estate, Brinkman Construction, and the startup launch of OneCanopy, Colorado's first reforestation company.

**Produced and launched the company's first-ever podcast**, achieving 3,500+ streams and extending brand storytelling across new channels.

**Played a key strategic role in launching OneCanopy from the ground up**, leading branding, marketing, operations, and initial team hiring to launch Brinkman's first social enterprise.

## CORE COMPETENCIES

### Marketing & Brand Strategy:

- Strategic Marketing & Brand Architecture
- Website, Social Media & Content Management
- Creative Strategy, Videography & Production Oversight

### People & Culture:

- Internal Culture & Engagement
- Recruiting, Onboarding & Offboarding Execution
- HR Compliance Audits & Systems Implementation

### Leadership & Strategic Operations:

- Strategic Planning (StratOp) Facilitation
- Executive Communications & Meeting Facilitation

- Change Management & Cross-Team Alignment
- Budget Management & Resource Allocation
- Investor Relations & Stakeholder Reporting
- AI Integration & Digital Process Optimization

### Community Engagement:

- Community Impact Initiative Development
- Committee Formation & Stakeholder Collaboration
- Industry Group & Board Participation
- Brand-Aligned Engagement Strategy
- Volunteer & Event Program Activation

📍 Based in CO

📞 970-333-0215

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## EXECUTIVE SUMMARY

Dynamic and results-driven executive with a strong track record in marketing, organizational strategy, and operational leadership. Experienced in building scalable platforms, aligning brand strategy across 20+ unique identities, and leading cross-functional teams. Trusted advisor to executive teams with a demonstrated ability to implement HR systems, elevate internal and external communication, and drive growth through innovation and structure. Proven strength in aligning all facets of a business - people, processes, and platforms - around a clear vision to ensure company-wide focus and goal attainment. Champion of culture, compliance, and creativity with a proven ability to lead strategic planning and manage enterprise-level operations.

## PORTFOLIO HIGHLIGHTS



CORPORATE  
REBRAND



NEW BRAND  
LAUNCH



PROPOSAL  
& PITCH  
MATERIALS



THOUGHT  
LEADERSHIP



PODCAST



STRATEGIC  
PLANNING



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## PROFESSIONAL EXPERIENCE

### BRINKMAN REAL ESTATE

#### Senior Vice President of Operations

March 2025 - Present

- Direct enterprise operations to align with strategic and financial objectives across divisions.
- Spearhead comprehensive HR compliance audits and redesign processes around hiring, benefits, offboarding, and personnel documentation to ensure risk mitigation and regulatory alignment.
- Facilitate and champion the biannual StratOp strategic planning process, coordinating executive sessions and ensuring operational execution of strategic objectives.
- Oversee videography and design strategy, including scripting, production, and editing of internal and external multimedia assets, enhancing brand storytelling and employee engagement.
- Direct all internal meetings, providing talking points, agendas, and follow-ups to support alignment and communication among senior teams.
- Manage cross-functional integration of AI tools across internal workflows, increasing operational efficiency and accuracy.
- Develop systems and protocols to scale operations while maintaining service quality, cultural alignment, and employee retention.
- Launch and produce a branded company podcast in audio and video formats, expanding digital engagement and executive visibility.

# STEPH ASHLEY

## AWARDS & RECOGNITION

Notable Women Marketing Executives, 2022  
40 Under Forty Honoree, 2021  
Leadership Northern Colorado, Class of 2020  
Leadership Fort Collins, Class of 2017

## COMMUNITY ENGAGEMENT

Therapy Dog Volunteer Handler  
Human-Animal Bond in Colorado  
(2024-Present)

Court Appointed Special Advocate  
CASA of Larimer County  
(2021-2023)

Adjunct Instructor  
CSU Nonprofit Marketing Leadership  
(2020-2022)

Steering Committee Member  
Leadership Fort Collins  
(2017-2021)

## TECH & PLATFORMS

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro) | WordPress  
Mailchimp | Paylocity | Employee Navigator  
Trello | Hootsuite | Spotify for Creators  
SwellAI | ChatGPT | Vimeo | HeyGen

## EDUCATION

Colorado State University  
Master of Science, Public Communication & Technology

James Madison University  
Bachelor of Arts, Communication

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## PROFESSIONAL EXPERIENCE, CONTINUED

### BRINKMAN REAL ESTATE

#### Vice President of Marketing & Culture

*February 2023 - March 2025*

- Unified brand identity across diverse business lines, building a high-performing in-house team and vendor network to execute digital and print campaigns.
- Owned recruitment, hiring, onboarding, and offboarding strategy, ensuring consistent processes, strong candidate experiences, and regulatory compliance.
- Directed the company's culture roadmap, including internal communication, employee recognition, training and development, and teambuilding.

### BRINKMAN REAL ESTATE

#### Director of Marketing & Communications

*July 2021 - February 2023*

- Built and led a centralized marketing department supporting multiple business units, including corporate and multifamily brands.
- Developed investor communications strategy, including quarterly updates, presentations, and asset-level reports.
- Initiated and led creative direction and design production, managing campaigns from concept through execution.

### BRINKMAN REAL ESTATE / BRINKMAN CONSTRUCTION

#### Marketing & Communications Manager

*December 2017 - July 2021*

- Implemented company-wide communication strategy across real estate and construction businesses, including media relations, thought leadership, and email marketing.
- Executed end-to-end launches of corporate and property brands, encompassing website development and all supporting collateral.
- Served on the ESOP committee and led cross-company culture initiatives, fostering employee engagement and shared identity across the organization.

### BRINKMAN REAL ESTATE / BRINKMAN CONSTRUCTION

#### Marketing Coordinator

*June 2016 - December 2017*

- Supported brand development through content creation, collateral design, and event coordination.
- Managed internal communications and early-stage talent initiatives, setting the foundation for future culture programs.
- Collaborated as part of a shared marketing team across two operating companies, aligning messaging and resources to support strategic growth.

## PREVIOUS EMPLOYMENT

Marketing & Account Manager, Old Town Media (2015 - 2016)

Senior eCommerce Marketing Specialist, F+W Media (2014 - 2015)

Marketing & Community Outreach Manager, Larimer Humane Society (2012 - 2014)