

Ashley Bryant-Bailey

Senior Leader of Social Impact and Cultural Brand Building

Cincinnati, OH



“Top 40 under 40” Marketing Professionals by Advertising Age | “50 Women Who Made the 2012 Election” by Huffington Post | “Top 20 in their 20’s” Professionals by Crain’s Chicago Business

Experience

A—B Partners / Win Black

July 2019 - Present

Managing Partner / Co-Founder

Leads the impact strategy practice to drive messaging, communications and brand narrative for national organizations including A24, African American Policy Forum, NARAL, Legal Defense Fund, Rockefeller Foundation, Supermajority, etc. [Co-Founded Win Black](#) to build a national coalition (including [More Than A Vote](#), Black Voters Matter, New Georgia Project, etc) to counter disinformation targeting Black and Latinx voters through research, message testing, and content production.

MoveOn

March 2018 - December 2018

Federal Political Digital Director

Designed and implemented key narrative strategies for MoveOn’s voter mobilization program using the full range of MoveOn’s tools. Managed digital political endorsement and vote pledge strategy through innovative applications of online and mobile tactics like peer to peer text messages, virtual events, digital ads, email automation, live stream collaboration, Facebook messenger AI, etc.

Independent Consultant

Oct 2015 - August 2019

Social Impact, Political Engagement and Communications Strategist

Worked with non-profits/PACs, political candidates, and corporations to build communications and core narrative strategies, political strategy and fundraising, and online and offline organizing strategies to mobilize audiences and voters. Notable clients: Letitia James for NY, Higher Heights for America, 1199SEIU, Color of Change, Center for Popular Democracy, and Cornell University.

Amalgamated Bank

Oct 2015 - July 2016

First Vice President, Democracy Engagement

Developed the bank’s first customer engagement strategy with a focus on values-based, progressive messaging across multiple channels.

270 Strategies

Jun 2013 - Oct 2015

Vice President, Political Strategy

Led political strategy for international and domestic campaigns, non-profit, and corporate clients. Provided senior-level strategic counsel to build coalitions, lead political campaigns, drive fundraising and mobilization. Developed user-focused strategies for interactive web design and creative online content. Managed client teams and provided coaching to staff on messaging, and organizing strategies.

Obama for America

Nov 2011 - Nov 2012

State Digital Director, Ohio

Led the nexus of online and offline mobilization to re-elect President Barack Obama, with a key focus on list building, content creation, constituency outreach and voter turnout within the states of OH, IN, KY, and WV. Implemented new technologies such as dynamic video and social, Narwhal (email automation), and virtual call tools.

Weber Shandwick

Nov 2010 - Nov 2011

Digital Account Manager

Revitalized client social marketing strategies, such as: Suave, Motorola, and Degree Men, to reengage consumers and increase sales by 60%(combined total for all clients). Trained the New York, Chicago, and San Francisco offices in digital community management.

Procter & Gamble Co

May 2008 - Sep 2010

Global Digital Community Manager

Executed online marketing campaigns for the Pantene brand and increased traffic to website & social media pages by 60%. Successfully launched a suite of new Pantene products exclusively online and garnered a 34% sales bump from previous year. Helped manage the TV/Online advertising budget of \$3.2M and garnered 1 billion impressions to set a brand record.

Appointments

Harvard Kennedy School

September 2020 - August 2021

Ash Center - Technology and Democracy Fellowship

The Technology and Democracy Fellowship is part of an Ash Center initiative to explore technology’s role in improving democratic governance.

Education

University Of Cincinnati

2003 - 2007

Communications