



CITY OF NEW BEDFORD

JONATHAN F. MITCHELL, MAYOR

May 17, 2022

City Council President Ian Abreu and
Honorable Members of the City Council
133 William Street
New Bedford, MA 02740

Dear Council President Abreu and Honorable Members of the City Council:

I am pleased to submit for your confirmation the appointment of Ashley Payne as
Director of Tourism and Marketing.

Ms. Payne's five-plus years of professional marketing and digital marketing management experience as well as her personal knowledge of New Bedford make her the ideal candidate to lead the department. Tourism and marketing will be a crucial part of New Bedford's recovery in the aftermath of the pandemic as we aim to bring visitors to the city and with them support for our local business community. Ms. Payne is an excellent choice, having amply demonstrated the professionalism and technical expertise required to successfully lead our efforts in this arena.

I request your consideration to approve Ms. Payne's salary at Grade M-11, as a non-union exempt, full time position with a starting salary of \$69,302, subject to a 10 percent reduction due to her non-resident status.

Ms. Payne will be present at the City Council meeting to answer any questions. Thank you for your consideration.

Sincerely,

Jonathan F. Mitchell
Mayor

JFM/sds

Enclosures
(Cover Letter & Resume)

cc: Ashley Payne

Ashley Payne

Dartmouth, MA

Dear Hiring Manager,

I was thrilled to see a job opening for Director of Tourism and Marketing for the city of New Bedford. My passion for marketing coupled with my joy of leading and fostering a space for communication, creativity, and ingenuity brings you a unique and ambitious candidate for this position. As a former small business owner and former resident of New Bedford, I have seen how this city has grown in the last few years and I truly believe in its future for cultural and economic vitality. This city has so much to offer not only tourists but also the residents of the south coast.

With more than five years of professional marketing management experience, I have developed a great deal of knowledge in a wide variety of campaigns including social media, digital advertising, print advertising, billboards, radio commercials, event planning and coordination, and philanthropic initiatives.

Some of the notable achievements in my career include:

- Led marketing strategies for a local startup where I have helped the business grow from a small business of 10 employees to a business with over 100 employees and multiple facilities.
- Managed a team of digital marketers, which included creating training protocols, SOPs, and finding and implementing resources/programs to assist the department with daily operations.
- Designed a billboard that won a national award with Outfront Media.

Although I have learned and gained a tremendous amount of experience during my marketing career, I am continuously seeking out ways to learn more and expand my knowledge. I believe it's incredibly important to continue reading, researching, and learning as much as possible about market trends and the marketing industry. That is why I am currently enrolled in the Online Master's in Marketing degree program with William and Mary where I continue to sharpen my skills as a marketer.

I am passionate about working to promote everything New Bedford has to offer residents of the south coast and tourists like the blooming small business sector, cultural and creative stature, beautiful architecture, and, of course, its diverse cultural history. In my role as the Director of Tourism and Marketing, I will bring ambitious, creative, and well-developed ideas and skills with a positive outlook and a passion for continuing to learn and collaborate with others.

Be well.

EXPERIENCE

Ashley Payne

Passionate marketer with 5+ years of marketing experience focused on driving growth and brand loyalty for local startup businesses. Interested in nonprofits and businesses that are people-focused.

Director of Marketing

Bask, Inc.

May 2018 - Present

- Built and led marketing department for growing startup business
- Content creation for digital and print campaigns
- Organize and attend events
- Create collaborations with local businesses
- Find and create sponsorships and donation opportunities within the community
- Marketing and sales analysis

Digital Freelance Marketer

September 2021 - Present

- Social media content creation
- Campaign analytics
- Additional marketing consulting for print, press releases, and digital presence

Board of Directors

The Collective NB

April 2021 - Present

- Local nonprofit performing arts collaborative
- Oversee budget and organizational decisions
- Marketing consulting
- Strategic planning and fundraising initiatives

Account Manager

Plum Direct Marketing

July 2017 - Mar 2018

- Client relations manager
- Digital and print content creation
- Campaign analytics
- Sales and lead generation
- Direct mail marketing

EDUCATION

Christopher Newport University

BA Communications
BA Musical Theater

- Alpha Psi Omega, Honors Theater Fraternity

William & Mary

Masters of Marketing

Currently Enrolled

- Focus on digital marketing, brand development and product design

Ashley Payne

ACHIEVEMENT

- AMA Professional Certification in Marketing 2020
 - Developed marketing department for Bask, Inc. a local start-up business
 - Board of Directors for local non-profit theater company, The CollectiveNB
 - Owned and managed a local dog treat business 2016 - 2018
 - Billboard design won national award with Outfront Media in September 2021
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SKILLS

- Content & Project Management
 - Client Relationship Management
 - Public Relations
 - Verbal & Written Communication
 - CRM & CMS Experience
 - Campaign Creation & Analytics
 - Digital, Social Media, & Print Marketing
 - Photography & Basic Graphic Design
 - Management & Leadership
 - B2B and B2C Marketing & Management
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CONTACT

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LinkedIn

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Location

Southern Massachusetts