

# Ashley DiVito

- > Marketing and Communications Management

## Achievements

- > Winner of 2013 Extraordinary Achievement in Media Relations Award.
- > Successfully launched new organic GRAS product: Sales of \$750K (year one), \$2.6M (year two).
- > 9 years of proven experience in global event management.

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## ABOUT ME

Strategic and articulate professional offering wide-ranging experience in corporate, public and marketing communications. Strong background in the pharmaceutical and life sciences industries with focus on FDA and USDA regulated products.

## EXPERIENCE

### Phibro Animal Health Corporation July 2013 – Sept 2016

Communications Consultant April 2016 – Sept 2016

- > Relocated to Fort Lauderdale, but continued on a remote contract basis for Phibro Animal Health Corporation.

Manager, Communications and Marketing June 2015 – April 2016

- > Managed PR campaign designed to join the consumer conversation regarding antibiotics in animal agriculture while complying with FDA regulations.
- > Managed the development of an internal communications strategy designed to foster employee engagement following recent acquisitions.
- > Responsible for representing business unit and collaborating on roll-out strategy for new corporate branding.

Manager, Marketing Communications July 2013 – June 2015

- > Worked with Burdock Group and Eurofins to obtain GRAS status for new organic product.
- > Launched new organic GRAS product with sales of \$750K in year one and \$2.6M in year two.
- > Realized \$80K in cost savings by bringing minor design work in-house.
- > Saved \$25K a year in printing costs by implementing print-on-demand solution.
- > Managed all U.S. events, both internal and external.

### Lonza Inc. June 2007 – July 2013

Account Specialist – Animal Nutrition May 2012 – June 2013

- > Successfully lead U.S. integration of Arch Chemicals into existing SAP system.
- > Excelled at developing relationships with customers and fostered customer loyalty by going above and beyond expectations.
- > Top of department with SAP order entry.

**Animal Nutrition MarComm Manager** June 2010 – May 2012

- > Drove Public Relations campaign to address consumer concern over Metaldahyde-based slug bait.
- > Designed and successfully launched a “40 years of quality” global campaign for Niacin in animal health.
- > Spearheaded pull-through marketing campaign designed to educate consumers on the benefits of L-Carnitine for their pets.
- > Organized all business unit tradeshow and customer events.

**Global Project Manager – Corp Comm** March 2010 – March 2012

- > Organized and ran onsite logistics for internal sales conference in Austria with 500+ international people.
- > Conceptualized and executed high-profile customer events.
- > Pioneered the global implementation of Net Promoter Score™ program.
- > Drove accountability strategies to improve customer loyalty and retention, resulting in an improved NPS score of 4 points, year after year.

**Corporate Communications Specialist** December 2008 – March 2010

- > Developed community outreach programs for each U.S. manufacturing site.
- > Worked with P.R. guru Jim Lukaszewski to implement a global crisis preparedness program, which included media training for senior executives and practice drills at manufacturing sites.
- > Reviewed all external communications, such as presentations and marketing literature to ensure messages were aligned with the overall corporate message.

**Corporate Communications Generalist** June 2007 – December 2008

- > Served on CAMBREX integration team and facilitated the re-design of all marketing materials to support the Lonza brand.
- > Coordinated all U.S. tradeshow activities including development of key messages, design concept and coordinating logistics.
- > Developed content for and maintained SharePoint and Intranet pages.

## EDUCATION

### Bachelor of Arts – Communications / Graphic Design

Seton Hall University, South Orange, NJ

September 2001 – May 2006

### Digital Marketing Certificate

American Graphics Institute, New York, NY

December 2014

### Net Promoter Score Certification

Satmetrix, London, England

June 2010

## SKILLS

### Microsoft

Word, Excel, PowerPoint, Project, OneNote

### Adobe

InDesign, Photoshop, Illustrator

## MEMBERSHIPS

### International Association of Business Communicators (IABC)

Board Member / VP of Program Development