

ASHLEY KENDRICK

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PROFESSIONAL SUMMARY

Strategic communications, marketing, and operations leader with 10+ years of experience driving enterprise communications, brand growth, and revenue-focused campaigns. Proven success leading national program execution, executive reporting, and internal communications for 5,000+ users during the Bank of America PPP rollout. Founder of a high-growth consumer brand built from concept through acquisition. Expert in corporate communications, social media strategy, account-based marketing, analytics, content development, and cross-functional execution.

CORE SKILLS

Corporate Communications • Executive Messaging • Social Media Strategy • Content Marketing
Account-Based Marketing (ABM) • Market Segmentation • Customer Personas
KPI Tracking & Revenue Analytics • Sales Enablement • Go-To-Market Strategy
Executive Reporting • Cross-Functional Leadership • Digital Campaigns
Google Sheets • Canva • Performance Dashboards

PROFESSIONAL EXPERIENCE

Founder & Brand / Marketing Manager

Malachi's Ice Cream Bar | Jacksonville, FL

April 2023 – Present (*Acquisition in Process*)

- Built and scaled a full consumer brand from concept through market launch, positioning the business for acquisition.
- Own all corporate communications, brand voice, social strategy, digital campaigns, and executive reporting.
- Grew 20K+ organic followers, driving 97% reach growth and 120% engagement increase through platform-specific content strategies.
- Developed content calendars, campaign launches, product drops, and event marketing aligned to revenue goals.
- Built customer personas, segmentation models, and retention strategies to increase lifetime value.
- Designed sales enablement tools, pricing models, dashboards, and internal playbooks for performance tracking.
- Execute account-based style campaigns for partnerships, private events, and strategic collaborations.

VP Senior Operations Manager – Enterprise PPP Program**Bank of America | Jacksonville, FL**

May 2020 – September 2023

- Core leader for the national Paycheck Protection Program (PPP) rollout.
- Led internal communications and enablement strategy for 5,000+ associates across multiple business lines.
- Built onboarding and compliance workflows for 3,000+ users.
- Produced executive dashboards, adoption reporting, and performance insights.
- Led weekly cross-functional leadership communications for readiness and optimization.
- Translated complex financial and compliance data into clear enterprise messaging.
- Virtual engagement champion for Market to help create and deploy new technology to associates and clients.
- Responsible for hosting live events teaching associates how to use new bank technology updates and how to communicate the new approach to clients.

VP Financial Center Manager**Bank of America | Jacksonville, FL**

2014 – 2020

- Executed growth-driven sales and marketing strategies achieving 150% revenue growth.
- Directed segmentation strategies across consumer, business, and lending portfolios.
- Led client education events, product training, and community marketing initiatives.
- Managed pipeline forecasting, KPIs, and market analytics.
- Expanded penetration through Payroll, Mortgage, and Small Business partnerships.

Service Manager**Wells Fargo Bank | Jacksonville, FL**

2012 – 2014

- Led daily operations and customer experience in a high-volume financial center.
- Coached and developed a 13-member team using performance and satisfaction metrics.
- Managed service improvement strategies, escalations, retention, audits, and compliance.

Financial Service Representative II

SunTrust Bank | Jacksonville, FL

2011 – 2012

- Grand Opening Team member for SunTrust's Historic Springfield branch launch.
- Served as SunTrust-at-Work Lead, securing employer relationships with JAXPORT & Morgan & Morgan.
- Managed personal and business portfolios for growth and revenue expansion.
- Consistently exceeded monthly sales targets through analytics-driven outreach.

Camera Assistant (Broadcast Production)

PGA TOUR – Constellation Furyk & Friends Championship (ESPN)

Jacksonville, FL | 2022 (Contract)

- Supported live national ESPN broadcast production under real-time deadlines.
- Coordinated with directors and production teams in fast-paced environments.

EDUCATION - Florida State College at Jacksonville

B.S. Communications & Media – Coursework completed |Expected May 2026

A.A. Communications – 2014

CERTIFICATIONS

Artificial Intelligence in the Workplace Certificate

University of North Florida – In Progress (Completion Dec 2026)