

# A S H L E Y C . S H E H A N

## CONTACT

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## PORTFOLIO



OR VISIT  
THE210AGENCY.COM

## SKILLS & STRENGTHS

- Strategic Marketing Leadership
- Executive & B2B Event Strategy
- Brand Development & Positioning
- Integrated Campaign Management
- Stakeholder Engagement & Communication
- Sponsorship Development & Partnership Strategy
- Experiential Marketing & Immersive Events
- Content and Social Media Strategy

## TECHNICAL PROFICIENCY

- Adobe Creative Suite (Illustrator, Acrobat)
- Canva | Asana | Microsoft Office
- Social Media Tools | Website CMS Platforms

## SUMMARY

CREATING IMMERSIVE BRAND EXPERIENCES, ELEVATING CORPORATE IDENTITY, AND LEADING HIGH-IMPACT MARKETING STRATEGIES

Dynamic marketing executive with 20+ years of experience leading branding, communications, and event strategies across agency, healthcare, nonprofit, and corporate sectors. Known for delivering measurable results through high-level strategic planning, cross-functional team leadership, and exceptional client experiences. Adept at building C-suite trust, strengthening reputations, and driving audience engagement across digital and live touchpoints. Founder of The 210 Agency, a boutique consultancy serving executive teams and growth-focused brands.

## WORK EXPERIENCE

### FOUNDER & PRESIDENT

The 210 Agency | 2015 — Present

Boutique marketing and event consultancy serving corporate clients, C-suite executives, and nonprofits.

- Built a full-service agency known for brand storytelling, strategic marketing, and immersive executive experiences.
- Led event strategy, production, and marketing for conferences, summits, press events, and retreats nationwide.
- Guided branding and digital transformation projects, including content strategy, social media, and web redesign.
- Consulted with executives on philanthropic branding, internal communications, and public affairs.
- Designed and executed campaigns that increased engagement, retention, and referrals among providers and patients.
- Oversaw sponsorship acquisition and corporate partnerships for multi-day branded activations.

### DIRECTOR OF COMMUNITY RELATIONS & SPECIAL EVENTS

Mission Health | 2017 — 2019

- Directed strategic events and marketing for advocacy, public affairs, and brand visibility initiatives.
- Oversaw all external communications and promotion for the "Mission Future Ready" brand and events
- Served as brand guardian across a growing healthcare system during system expansion and capital projects.
- Worked with C-Suite Executives on special events and projects

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## EDUCATION

### BACHELOR'S DEGREE

Bachelor of Arts, Communications  
University of South Carolina Upstate  
2002 — 2006

## REFERENCES

Available Upon Request

## WORK EXPERIENCE - CONTINUED

### DIRECTOR OF SYSTEM-WIDE BRAND MANAGEMENT

Mission Health | 2011 — 2015

- Promoted from Senior Marketing Liaison to direct brand consistency across 6 hospitals and multiple service lines.
- Led multi-platform campaigns and large-scale events including grand openings, national press events, and C-suite engagements.
- Produced the inaugural H2T Conference with over 180 attendees, including 50% C-suite participation.

### ASSISTANT DIRECTOR OF MARKETING & PR

CaroMont Health | 2010 — 2011

- Led external communications, service line marketing, and brand initiatives across digital and traditional channels.
- Rebranded CaroMontHealth.org and launched social platforms.
- Produced signature events including board galas and press conferences.
- Planned and executed an event launching the partnership of CaroMont Health and ColumbiaHeart Source, which featured special guest Dr. Mehmet Oz.

### DONORS RELATIONS COORDINATOR

Bon Secours St. Francis Foundation | 2007 — 2010

- Managed donor and foundation event programming, fundraising initiatives, and high-profile sponsorships.
- Partnered with senior leadership on hospital campaigns and donor communications.
- Coordinated donor and corporate events to include Celebrate the Children, annual Holiday Festival, Teddy Bear Luncheon, Holiday Brunch, VIP Holiday Reception, and Winter Celebration.
- Doubled established fundraising goal, raising \$100,000 over the previous year