ASHLEY JULIG

(210) 219-5523 | linkedin.com/in/ashleytjulig | ashley.julig@outlook.com

Marketing executive who builds teams and capabilities, transforms brands, and connects marketing strategy to business growth. Established Zachry Corporation's first enterprise marketing organization, reporting directly to the CEO and defining its capabilities, governance, and operating model across a diversified business portfolio. Combines brand strategy, customer insights, analytics, and integrated marketing to deliver measurable results across construction and infrastructure, financial services, and technology. Leadership experience includes internal teams, agency partners, and budget responsibility up to $160 million.

EXECUTIVE LEADERSHIP EXPERTISE

Enterprise Leadership: Marketing Strategy • Strategic Planning • Organizational Design • Governance & Operating Models
Brand & Communication: Enterprise Brand Transformation • Marketing Positioning • Executive Communications • CRM
People & Resources: Team Development • Cross-Functional Leadership • Agency Leadership • Budget Management
Insights & Performance: Market Intelligence • AI-Enabled Insights • Data & Analytics • Digital Strategy • Brand Measurement

INDUSTRY EXPERIENCE

Technology & Telecommunications • Heavy Construction • Water Infrastructure • Consumer Packaged Goods • Entertainment • Hospitality • Food & Beverage • Banking & Financial Services • Insurance • Healthcare

EXECUTIVE LEADERSHIP EXPERIENCE

Zachry Corporation

Vice President, Marketing - 2024 – 2026

Recruited by and reported directly to the CEO to establish Zachry Corporation's first enterprise marketing organization. Defined capabilities, governance, priorities and operating model needed to align marketing across a diversified portfolio of businesses and support long-term growth.

- Built and led a three-person internal marketing team supporting multiple lines of business and managed four agency partners, establishing the company's first marketing and PR agency relationships. Introduced AI creative tools to improve team efficiency.
- Led enterprise brand transformation for a 100+ year legacy organization, modernizing the Zachry brands while preserving brand equity and clarifying positioning for customers, partners, and employees.
- Repositioned Zachry Construction in the marketplace from a perceived low-bid heavy highway contractor to a diversified infrastructure partner, redefining market positioning and strengthening alignment between customer perception and enterprise growth objectives.
- Drove the creation and market launch of Arcline Ready Mix following acquisition integration, transforming a traditionally commoditized B2B business into a market-leading brand through strategic naming, bold positioning, and a differentiated visual identity that challenged industry conventions and established a scalable platform for growth.
- Established website measurement through GA4 tagging and laid the foundation for company-owned customer data to support future CRM capabilities.
- Identified an AI-enabled digital asset management solution to centralize historical and future content and support consistent brand use by teams outside marketing.
- Created the brand strategy and go-to-market framework for The Monarch San Antonio, spanning hotel, restaurant and spa offerings. Through audience and media optimization, increased first-month customer traffic by 226%, doubled response rates, and reduced acquisition cost by 45%.

Studio74

Principal | Fractional Marketing Executive & Advisor - 2020 – 2025

Provided fractional CMO leadership to organizations without in-house marketing teams, establishing marketing strategy and execution frameworks aligned with business growth objectives.

- Developed brand positioning and messaging informed by competitive insights, translating strategy into integrated programs spanning public relations, content, creative, and paid social.
- Improved priority non-branded search rankings from positions 50–60 to positions 10–15 through a website SEO audit and technical, content, and keyword optimization, increasing organic click-through rate by 3.45%.

Ketchum Inc.

Vice President, Analytics - 2022 – 2023

Served on the senior leadership team of a global strategic communications firm, providing executive council on brand strategy, corporate communications, and marketing effectiveness. Developed performance frameworks integrating brand research, customer journey mapping, media analytics, and audience intelligence.

- Increased billable hours for the Centers for Medicare & Medicaid Services Office of Minority Health account by 40% through development of a brand measurement framework used at its first Health Equity Conference; organizers captured actionable feedback from 50% of participants.

Talkwalker

Market Intelligence Director, US/LATAM - 2021 – 2022

Instituted strategic business development initiatives for the industry's leading consumer intelligence platform, applying AI-driven analytics and advanced consumer intelligence methodologies to help Fortune 500 organizations measure, protect, and strengthen their brands.

- Developed a customized enterprise social intelligence solution for Twitter/X designed for global deployment among leading agencies and media holding companies, creating real-time dashboards that surfaced emerging consumer trends, audience behaviors, and market opportunities.
- Built custom AI-powered consumer intelligence dashboards for banking and financial services clients, translating real-time audience behavior, market trends, and digital conversations into actionable insights for marketing and business decisions.

USAA

Director, Integrated Marketing - 2011 – 2020

Led integrated marketing strategy and full-funnel campaigns for USAA's enterprise brand and financial services product portfolio targeting military and veteran communities. Managed cross-functional teams and agency partners to translate consumer insights into strategic marketing, media, and communications campaigns that increased brand awareness and supported growth across financial services and insurance product lines.

- Led full-funnel credit card acquisition strategy across video, digital, social, and owned channels, integrating targeted offers, audience segmentation, and strategic partnerships with Visa and the NFL, including Super Bowl activations.
- Designed CRM and audience segmentation strategies and grew credit card utilization by 4% and balance transfers by 12% within six months.
- Exceeded life insurance product plan for the first time in seven years, increasing plan attainment 6% and call volume 15% YoY by redefining integrated marketing strategy through consumer insights, segmentation, and full-funnel campaigns.
- Increased first-time homebuyer purchase intent by 48% and unaided recall by 52% year over year through a multi-year mortgage brand strategy.

EARLIER CAREER PROGRESSION 1999 - 2011

AT&T/SBC, Director | Associate Director of Advertising - Led six direct reports, 30+ agency resources and $160M budget.
Group O, Vice President of Client Services – oversaw company's largest marketing fulfillment and production account.
Frost Bank, Senior Brand Marketing Manager – Led digital marketing, customer experience and web strategy for frostbank.com, generating $200K in annual savings and implementing universal tagging for retargeting.

EDUCATION

BA, Business Economics / Statistics, **Hollins University**
French Studies Specialization, **The American Business School of Paris**
Spanish Language Studies**, Monterey Institute of International Studies**

EXECUTIVE EDUCATION & PROFESSIONAL DEVELOPMENT

Marketing Analytics | Artificial Intelligence in Marketing - University of Virginia Darden School of Business
Generative AI Strategy | Prompt Engineering for Marketing - Coursera
Generative AI Organizational Readiness - Amazon Web Services (AWS)
Integrated Marketing Strategy (multiple executive courses) - Association of National Advertisers (ANA)
Search Engine Optimization (SEO) Specialization - University of California, Davis
Advanced Content, Social Tactics & Website Optimization - University of California, Davis
Advanced Branding & Marketing Integration - Project Management Institute (PMI)
Value Proposition Development - National School Boards of Accountancy (NASBA)

AWARDS & RECOGNITION

40 Under 40 Rising Stars of Marketing, LIMRA National Conference
Bronze Telly Award, Regional and Multimarket Cable, & Local TV and Cable, AT&T

COMMUNITY AND PROFESSIONAL AFFILIATIONS

North San Antonio Chamber of Commerce, Board Member
MetroSA Leadership Lab Alumni Board Member, VP/President
Chamber of Commerce LEAD SA, Board Member
Leukemia and Lymphoma Society (LLS), Campaign Manager, MWOY; Raised $197K in 10 weeks.