

Ashley Plack O'Donnell (she/her)
Howard University
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EDUCATION

2017 Master of Business Administration, Global Marketing Leadership
University of Baltimore
3.77 GPA | Mu Kappa Tau | National Society of Leadership and Success

2015 Bachelor of Science, English (Literature concentration & Marketing minor)
Towson University | Magna Cum Laude
3.94 GPA | University & Departmental Honors Scholar | 4.0 Honors College GPA

Thesis: “Those Gentlemen of Jangling Brains’: Kings, Critics, and Crowds in John Wolcot’s Satire” Committee: Dr. George H. Hahn (Chair), Dr. Christopher Cain (Assistant Chair)

TEACHING EXPERIENCE

2023 - present HOWARD UNIVERSITY
Lecturer, Department of English

2022 - 2023: TOWSON UNIVERSITY
Lecturer, Advanced Writing Seminar

2018 - 2019: TOWSON UNIVERSITY
Adjunct Professor, Department of Marketing

2013 - 2015: TOWSON UNIVERSITY WRITING CENTER
Writing Assistant

CONFERENCE PRESENTATIONS

- “Communication Under Capitalism: Coding, Context, and Culture ,” *Computers and Writing Conference, 2023*
- “Machine Learning Mediality and Literatures of the Internet ,” *American Comparative Literature Association Annual Convention, 2023*
- “Literature Disseminating Literature: Algorithms and Accountability,” *American Comparative Literature Association Annual Convention, 2022*
- Session Chair, “National Writing Panel,” *NASSR/BARS Joint Conference, 2022*
- “The Romanticism of Capitalism through Individualistic Relationships and Individual Largesse in *Pride and Prejudice*,” *NASSR/BARS Joint Conference, 2022*
- “Peter Pindar: Inverting Pindaric Odes in Eighteenth-Century Satire,” (technical co-chair for “Poets Writing About Poets” panel), *Northeast Modern Language Association Convention, 2022*

- “The Burkean Parlor Reading Model,” *International Writing Center Association Conference*, 2015
- “Writing Center Social Media Marketing Strategy,” *International Writing Center Association Conference*, 2015
- “John Wolcot (Peter Pindar): The Folly of the Crowd,” *Undergraduate Comparative Literature Symposium at UC Berkeley*, 2014
- “John Wolcot; Those Gentleman of Jingling Brains,” *Colonial Academic Alliance Conference*, 2013
- “Lolita and Pygmalion,” *Undergraduate Conference in English Language and Literature at St. Francis University*, 2013
- ““Those Gentlemen of Jingling Brains’: Kings, Critics, and Crowds in John Wolcot’s Satire”, *Towson University Thesis Colloquium*, 2014

GRANTS & AWARDS

- W. Frank Guess Award for Writing, Towson University Joint Committee: English and Women’s Studies, 2014
- Towson University Travel Grant, 2014
- Towson University Honors College Scholarship, 2011-2015
- Towson University Provost Scholarship, 2011-2015
- Towson University Scholarship, 2011-2015

INDUSTRY EMPLOYMENT

2018 - Present: STRATEGIST MARKETING

Founder

2016 - 2018: STANLEY BLACK AND DECKER

Search Marketing Strategist

2015 - 2016: PICCIRILLI DORSEY

Digital Marketing Strategist

2012 - 2015: PLACK GROUP, LLC

Digital Marketing Coordinator

2010 - 2011: THE COLLEGE BOARD

Freelance Author

INDUSTRY CONFERENCE PRESENTATIONS

- “Personalization 2.0: Personalization and SEO,” *Inbound 2019*
- “Harnessing the Power of AI: Creating a Machine Learning Governance Strategy,” *HeroConf 2018*
- “Who’s Listening v. Who We’re Talking To: Audience Targeting in Paid Search,” *Search Marketing Expo 2017*
- “Brands and Search Marketing; Panel,” *Search Marketing Expo 2017*

- “Profit-Driven Marketing: The New Playbook,” *Digital Summit DC* 2017
- “Scaling Your Digital Marketing Team,” *Digital Olympus* 2017

SERVICE

2023: INTERNATIONAL COMMUNICATION ASSOCIATION 2024 CONFERENCE

Conference Paper Reviewer

2023: IEEE INTERNATIONAL PROFESSIONAL COMMUNICATION CONFERENCE

Conference Paper Reviewer

2022: INTERNATIONAL COMMUNICATION ASSOCIATION 2023 CONFERENCE

Conference Paper Reviewer

2022 - 2023: CURRICULUM AND STANDARDS COMMITTEE, TOWSON UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS

Member

2021 - 2022: NATIONAL FOSTER PARENT ASSOCIATION

Board of Directors

2020 - 2020: WOMEN IN TECH SEO

Mentor

2017 - 2018: AMERICAN MARKETING ASSOCIATION BALTIMORE CHAPTER

Mentor

2016 - 2017: TOWSON UNIVERSITY MENT-HER PROGRAM

Mentor

2015 - present: TOWSON UNIVERSITY CAREER CENTER

Career Mentor

CERTIFICATIONS

- Course Design with Accessibility in Mind, Towson University FACET
- Trauma-Informed Learning Environment, Towson University FACET
- Social & Behavioral Research & Responsible Conduct of Research, Towson University
- Professional Scrum Master (PSM) I
- Google Analytics & Analytics Premium Certified
- Certified Google AdWords Specialist
- Google Tag Manager Certified
- Bing Ads Certified Professional
- DoubleClick
- HTML & CSS Codecademy
- Architecting with Google Cloud Platform

- Elastic Cloud Infrastructure: Containers and Services
- Essential Google Cloud Infrastructure: Foundation
- Reliable Google Cloud Infrastructure: Design and Process
- Essential Google Cloud Infrastructure: Core Services
- Google Cloud Fundamentals: Core Infrastructure
- Elastic Google Cloud Infrastructure: Scaling and Automation
- Data Engineering for Google Cloud Platform
 - Google Cloud Platform Big Data and Machine Learning Fundamentals
 - Leveraging Unstructured Data with Cloud Dataproc on Google Cloud Platform
 - Serverless Data Analysis with Google BigQuery and Cloud Dataflow
 - Building Resilient Streaming Systems on Google Cloud Platform
 - Serverless Machine Learning with Tensorflow on Google Cloud Platform

RESEARCH & TEACHING INTERESTS

Composition, digital humanities, business communications

LANGUAGES

English: Native speaker

French: Intermediate proficiency (reading and writing)

Javascript: Intermediate proficiency

DIGITAL PROFICIENCIES

HTML & CSS, Javascript, Data Analysis & Visualization with Tableau & Google Data Studio, Data Engineering & Cloud Architecting with Google Cloud, Digital Agile Project Management

MEMBERSHIPS

American Comparative Literature Association, Modern Language Association, Northeast Modern Language Association, British Association for Romantic Studies

REFERENCES

Available upon request