

ASHLEY LAWLESS

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Summary

I connect the dots between sales, marketing, and operations to help companies grow. My sweet spot is taking messy, fast-paced environments and building systems that work by managing complex projects and budgets in dynamic environments to drive sustainable growth and organizational agility. In other words, I build the processes that help teams move faster, collaborate better, and drive real revenue.

Experience

Amniscient

Marketing Project Manager

03/2025 - Present

- Built and managed Amniscient's marketing operations, overseeing \$1M+ in annual budgets, campaign execution, and end-to-end event strategy across major industry trade shows.
- Directed cross-functional collaboration between Marketing, Product, Sales, and Engineering to deliver campaigns, product launches, and live demos aligned with corporate objectives.
- Implemented structured workflows in Jira, Confluence, and HubSpot to standardize timelines, creative briefs, review processes, and KPI tracking, increasing efficiency and accountability across teams.
- Cleaned and revamped the CRM increasing leads and engagement by 18%, establishing regular pipeline cadences to identify coverage gaps and track conversions.
- Managed vendor and stakeholder relationships, ensuring seamless coordination of timelines, deliverables, and budget compliance from concept through execution.
- Owned Entrepreneurial Operating System (EOS) Level 10 meeting structure and scorecard tracking, resulting in 85% improvement in KPI visibility and faster identification/resolution of weekly issues (IDS).

Stay-at-Home Mom

Freelance, Contract, & Volunteer Work

02/2021 - 02/2025

- Designed and managed website and business listings for Oilfield Corporate Housing. (SIG Corporate Housing)
- Provided bookkeeping services for a Family Limited Partnership managing \$5M+ across 16 QuickBooks accounts. (NSS)
- Project Managed 37k sqft, 2-floor office buildout, from demolition, to finishes, to furniture procurement (Confidential)
- Supported senior partners at energy private equity firm by managing complex calendars, coordinating travel, and filtering communications to ensure focus on deal flow, investor relations, and leadership priorities. (Encap Investments)
- Served as classroom parent across multiple elementary school classrooms, coordinating parent communications, organizing events, and supporting teachers with classroom needs and logistics. (Parker Elementary)
- Managed two Little League teams simultaneously across seven seasons, coordinating schedules, communication, and logistics. (Westbury Little League)

FlightAware

Executive Assistant to the CEO

01/2013 - 02/2021

- Directed executive workflows and strategic communications for a leadership team scaling from 5 to 15 departments, ensuring 100% alignment on KPIs during a 40% year-over-year growth phase.
- Initiated, planned, and executed events including a dozen company-wide team-building activities, over 30 networking happy hours, 7 holiday galas, and countless trade shows, meetings, and conferences.
- Made complex travel arrangements and prepared itineraries across all departments of the company, including sending up to 10 people internationally or 25 people domestically.
- Interfaced with partners, stakeholders, employees, vendors, and clients on behalf of the executive via email, phone, and in-person meetings.
- Responsible for developing and implementing office policies by setting up procedures and standards to guide the operation of the office.
- Directed and developed an office administrative team of 6, resulting in major productivity increases among the C-suite team, improved employee surveys, and a company culture to rival that of the large tech companies.
- Partnered with other departments including Marketing, Sales, Accounting, Human Resources, IT, Development, and Design to spearhead strategic business initiatives, increasing headcount from 15 to 150+ over 8 years.

Studio Bespoke

Project Manager

05/2012 - 12/2012

- Led up to 7 multifamily design projects, managing timelines, budgets, and stakeholders to ensure on-time, on-budget delivery.
- Primary point of contact for clients, developers, and contractors, resolving issues and implementing scope adjustments.
- Oversaw procurement, financial tracking, and logistics, including purchase orders, reconciliations, and inventory—to maintain project accuracy and cash flow.
- Evaluated vendor performance and enforced quality control standards across all project phases while supporting day-to-day office operations and resource management.

Education

University of Houston	Houston, Texas
Project Management Certification	04/2021
College of Western Idaho	Nampa, Idaho
Business Administration	12/2009

Skills

Jira · Confluence · Monday · Asana · Slack · Microsoft Office · Outlook · Excel · PowerPoint · Word · Zoho · Cvent · Adobe Suite · Intacct · Quickbooks · Expensify · ADP · Concur · Dropbox · Canva · Google Analytics · Google Workspace · Brandwatch · ChatGPT · Gemini · Claude · EOS Implementation