

# ASHLEY C. SHEHAN

FOUNDER, THE 210 AGENCY

## PROFESSIONAL PROFILE

Seasoned marketing professional with special expertise in brand design and consistency, marketing and communications, creative strategy, project management, and event planning and execution. Adept at leading project teams to deliver results. Over 9 years of marketing and event planning experience in positions of increasing responsibility.

## EXPERIENCE

### FOUNDER

The 210 Agency, LLC | Greenville, South Carolina | September 2015 – Present

A consulting agency specializing in the personalized planning experience designed to make every event or project flawless and memorable for all of the right reasons. By listening to your needs, we leverage our experience to help you create a one-of-a-kind vision.

Visit our website to learn more [THE210AGENCY.COM](http://THE210AGENCY.COM)

### DIRECTOR OF COMMUNITY RELATIONS AND SPECIAL EVENTS

Mission Health | Asheville, North Carolina | 2015 – 2017

Performed the full range of activities to manage and promote the reputation of Mission Health. Including Mission Future Ready projects, special event planning, content production of materials, crisis management and project management.

- Oversaw Mission Health Special Events and projects by providing insights, direction, coordination and implementation of corporate events.
- Worked with Senior Leadership to plan, publicize, and implement programs and events in addition to arranging public appearances, lectures at the national, regional and local level
- Responsible for plans as well as managing the implementation of all external marketing and promotional aspects for Mission Future Ready projects. Oversaw the corporate identity and brand consistency for Mission Future Ready building projects.
- Directed and implemented brand management for all projects related to Government and Community Relations department
- Served as the liaison to multiple agencies in the creative development and implementation of all projects for Government and Community Relations.
- Handled regional, national and local events as they relate to advocacy and government and community relations
- Worked with Senior Leadership on special projects and crisis management planning and execution

### DIRECTOR OF SYSTEM-WIDE BRAND MANAGEMENT & GOVERNMENT AND COMMUNITY RELATION

Mission Health | Asheville, North Carolina | 2013 – 2015

- Promoted from Senior Marketing and Public Relations Liaison.
- Oversaw the corporate identity and brand consistency for Mission Health's 6 hospitals, post-acute care and long-term acute care providers, and numerous outpatient and surgery centers.
- Managed the development and execution of all marketing and promotional aspects for Mission's Corporate Identity and Branding, Mission My Care Plus, PSA Contracted Practices, Mission re:Design, and Mission Center for Innovation.
- Served as the liaison to multiple agencies in the creative development and implementation of advertising campaigns, including television, radio, print, outdoor, trade and alternative media.
- Developed relationships with county officials and Chambers of Commerce executives from 12 regional counties in Mission Health's service area.
- Led project teams to plan and manage corporate events including national conference, press conferences, award ceremonies, and grand openings.
- Led a team of nationally recognized partners to coordinate the inaugural H2T Conference in 2014, which had nearly 180 attendees from around the country, 50 percent of whom were C-Suite professionals.
- Planned and executed two Mission My Care Plus grand openings and developed the marketing and communications plans for a third Mission My Care Plus grand opening.



864.380.7402



ASHLEY@THE210AGENCY.COM



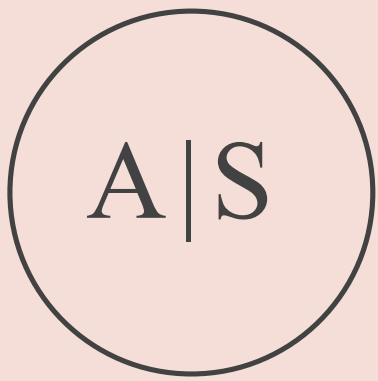
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## EDUCATION

BACHELORS OF ART  
Communication with Emphasis on  
Marketing and Public Relations  
University of South Carolina  
Upstate  
2007 – 2009



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## EXPERIENCE CONTINUED

SENIOR MARKETING AND PUBLIC RELATIONS LIAISON  
Mission Health | Asheville, North Carolina | 2011 – 2013

- Served as the contact and customer service representative for 10 service lines to include Orthopedics, Neurosciences, Government Relations, Trauma, Telehealth, Cancer, Quality, McDowell Hospital, Sleep and Mission Corporate.
- Worked with senior leadership to plan and publicize programs and events in addition to arranging public appearances, lectures and exhibits to increase product and service awareness.
- Supported the senior leadership team in speaking engagements and presentations.
- Served as the liaison to multiple agencies in the creative development and execution of advertising campaigns, including television, radio, print, outdoor, trade and alternative media.
- Planned and executed the Annual Spirit of Dr. Martin Luther King, Jr. Annual Award Program which featured Maya Angelou as a special guest speaker in January 2013.
- Planned and managed all aspects of 1<sup>st</sup> Annual Primary Care Conference in November 2012, a well-received all-day conference with over 200 physicians and senior leadership and 2 national speakers.

ASSISTANT DIRECTOR OF MARKETING, PUBLIC RELATIONS AND FOUNDATION  
CAROMONT HEALTH | Gastonia, North Carolina | May 2010 to December 2011

- Promoted from Marketing and Foundation Coordinator.
- Directed the successful implementation of all CaroMont Health marketing and public relations initiatives including media relations, physician relations, marketing materials and internal and external communications.
- Planned and managed special events such as press conferences, board galas, foundation events, and grand openings.
- Rebranded CaroMontHealth.org website and launched social media platforms.
- Managed the development and execution of all marketing and promotional aspects for CaroMont Health's 7 service lines to include Heart, Orthopedics, Neurosciences, Women's, Cancer, Primary Care, Surgery, and CLIC - CaroMont Health's urgent and primary care practices.
- Rebranded CaroMont Medical Group Practices.
- Implemented new foundation programs such as Grateful Patient, Nurses Week, and Doctor's Day.
- Planned and executed an event launching the partnership of CaroMont Health and ColumbiaHeart Source, which featured special guest Dr. Mehmet Oz.

DONOR RELATIONS COORDINATOR

Bon Secours St. Francis Foundation | Greenville, South Carolina | June 2007 to May 2010

- Promoted from Executive Assistant and Project Coordinator.
- Coordinated donor and corporate events to include Celebrate the Children, annual Holiday Festival, Teddy Bear Luncheon, Holiday Brunch, VIP Holiday Reception, and Winter Celebration.
- Partnered with senior leadership on programs and projects for the hospital and the foundation including a Physician Concierge Program and A Journey to World Class, among other programs.
- Secured local and regional sponsorships and donations for Festival of Trees, Celebrate the Children and Grateful Patient.
- Served as a liaison to the foundation board and committees.
- Managed internal and external grants.
- Doubled established fundraising goal, raising \$100,000 over the previous year.