

Ashaya Lilien-Bailey

PROFESSIONAL SUMMARY

I speak fluent fandom. As the founder of a digital media brand with 12 years of growth, I operate at the intersection of data, strategy, and production. I don't just manage projects; I cultivate communities, translating complex data into clear, actionable strategies and seeing them through to execution. I have honed my ability to learn proactively, manage ambiguous tasks, and navigate the full data and project lifecycles independently. My passion lies in telling compelling stories, whether through data visualizations or well-managed projects. I am eager to bring my practical experience and commitment to learning to a position where I can refine my skills and contribute to a collaborative team.

SKILLS

Core Competencies

- **Market & Competitive Analysis:** Identifying and evaluating strategic opportunities by analyzing market data, consumer values, and competitive landscapes.
- **Data Synthesis & Visualization:** Analyzing performance data and market feedback using tools like Tableau and Power BI to optimize portfolio performance and drive measurable growth.
- **Project Management & Reporting:** Managing multiple projects simultaneously, tracking deliverables against timelines, and delivering comprehensive performance reports to leadership.
- **Primary & Secondary Research:** Designing and executing full-cycle quantitative (surveys, data analysis) and qualitative (interviews, ethnographic studies) research to inform key business decisions.
- **Stakeholder Management:** Building and nurturing strong relationships with partners and internal teams to foster long-term collaboration and ensure project success.
- **Critical Thinking & Problem-Solving:** Utilizing solid research, analytical, and problem-solving skills to provide data-driven recommendations and support for business groups.

Technical Proficiencies

- **Data & Analytics:** Python, R, SQL, SPSS, Qualtrics, Google Analytics, Tableau, Power BI
- **Business & Collaboration:** Microsoft Office Suite, Google Workspace, Keynote, Notion, Asana
- **Creative & Interactive Technologies:** CMS Management, Node.js, HTML/CSS, Adobe Creative Suite (Premiere Pro, Audition), DaVinci Resolve
- **Advertising & Social Platforms:** Meta Ads, YouTube Ads, TikTok, Sprout Social, HeyOrca

EXPERIENCE

History of Westeros — *Founder, Producer, Creative Director*

2013 - PRESENT

- Designed the operational workflow for 50+ annual releases. Owned the full project lifecycle, from data-informed ideation, scoping, and resource management, to production, editing, and final distribution, ensuring consistent on-time delivery.
- Analyzed performance metrics and consumer feedback (n=700+) to deliver data-informed recommendations for portfolio adjustments, increasing member retention by 15% year-over-year.

- Performed comprehensive competitive analysis to evaluate inbound opportunities, presenting data-driven reports and strategic recommendations.
- Managed project budgets and P&L for content production, partnerships, and live events to ensure profitability and maximize ROI.
- Prepared and presented regular progress reports to partners, translating complex data into clear updates on project milestones and performance.

Key Achievements

- **Talent & Partner Management:** Secured and managed high-profile talent engagements (e.g., George R.R. Martin, Ryan Condal), handling all logistics, preparation, and correspondence to ensure professional, broadcast-ready interactions.
- **Data Presentation & Public Speaking:** Selected as a speaker at major US and international conventions (e.g., San Diego Comic-Con) to present data-driven analysis to large audiences.
- **Event-Based Project Management:** Managed the full lifecycle of large-scale live events (e.g., City Winery NYC), including logistics, venue coordination, and on-site execution.
- **Media Recognition:** Work and analysis featured in leading media outlets such as People, Yahoo, and BuzzFeed.

Bachelor of Arts, Sociology — *City University of New York*

2021 - 2022, 4.0 GPA, Summa Cum Laude.

Designed and executed a comprehensive quantitative research project on the impact of augmented reality on body image (n=300). Managed the full research lifecycle, including survey design, recruitment, and data analysis using SPSS and Excel to produce strategic recommendations.

Conducted an ethnographic study of identity construction within the Discord platform. Analyzed user behavior and community dynamics to generate foundational insights into online social interaction.

Associate of Arts, Sociology — *Georgia State University*

2014 - 2017, Honors Program and President's List, 3.96 GPA, focused coursework on the intersection of digital culture and sociology, building a foundational understanding of online communities and content consumption behavior.