

Asiana Gilchrist

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Integrated Marketing Strategy | GTM & Product Launches | Sales Enablement | Brand & Event Activation | Team Leadership

PROFESSIONAL SUMMARY

Marketing leader with 10+ years building go-to-market strategy, positioning, and enablement that turn business priorities into measurable results. Has owned enterprise product launches, led national brand activations tied to major cultural moments, and built the competitive intelligence and reporting that shape market position. Leads and mentors a team of five, partners directly with senior sales and business leadership, and works comfortably across strategy and hands-on execution.

PROFESSIONAL EXPERIENCE

Comcast Advertising

2025 – Present

Regional Marketing Manager

- Own go-to-market strategy for a dark-to-rooftop growth initiative across eight regional markets, building positioning, messaging, and sales materials, and partnering with sales managers to convert inactive accounts into revenue.
- Run point on enterprise-wide product launches, building GTM plays, talk tracks, and enablement materials that translate strategy into effective field execution.
- Track competitor media investment across broadcast, cable, outdoor, and radio to benchmark share of voice, building executive-level reporting that informs strategy.
- Partner with Clarivoy, a third-party measurement platform, and a network of automotive agency partners to manage performance visibility across the partner channel.
- Serve as strategic advisor to the Regional Vice President and multiple Heads of Sales, translating performance data into go-to-market recommendations.
- Lead and mentor a team of five strategists, setting priorities and building development plans across the team.

Comcast Advertising

2024 – 2025

Marketing Manager

- Served as a player-coach for a regional marketing team, balancing people leadership with hands-on development of GTM programs and sales enablement.
- Led integrated, multi-channel campaigns from strategy through execution, building enablement content and communication guides that contributed to a 25% increase in conversion.
- Led a cross-functional regional working group to improve consistency, workflows, and communication between Sales and Marketing.
- Reviewed campaign and funnel performance to identify optimization opportunities and communicated business impact to leadership.

Comcast Advertising

2019 – 2023

Advertising Strategist

- Supported approximately 45 account executives with audience strategy, campaign recommendations, and client-facing insights across multiple markets and industries, including financial services and automotive.
- Advised clients on full-funnel media planning across linear TV, OTT/CTV, and programmatic, informed by competitive share-of-voice benchmarking.
- Developed client-facing collateral, including one-sheets, white papers, and booklets, to support sales conversations.
- Executed multi-channel campaign strategies supporting more than \$20M in pipeline and revenue-generating initiatives.

Pyxl

2022

Senior Marketing Strategy Consultant, Contract

- Rebuilt go-to-market strategy for a healthcare B2B software client as part of a project team, defining the buyer persona, repositioning the product across the right channels, and rebuilding the website around the new strategy.
- Developed go-to-market strategy and messaging for additional B2B technology clients using customer research and personas.
- Managed email, social, and Google Analytics strategy, including A/B testing in HubSpot, that increased reach, engagement, and followers 20%.

Carvana

2016 – 2019

Brand Activation Specialist

- Executed large-scale brand activation events, including Super Bowl LI, Rose Bowl 2018, and SXSW, increasing brand visibility 20%.
- Managed the annual marketing budget for event activations, reducing expenses 15% while improving event effectiveness 25%.

- Analyzed post-event data, including website traffic, account creation, and social media mentions, to surface actionable insights for future activations.
- Managed projects and served as the key liaison between stakeholders, keeping activations on schedule and within budget.

Inkster

2014 – 2016

Social Media Specialist

- Managed organization social media channels, publishing daily content to grow sales, engagement, and brand awareness.

EDUCATION

Texas A&M University–Commerce | M.S., Marketing (Minor: Digital Marketing) | 2020 – 2022

The Pennsylvania State University | B.S., Marketing | 2010 – 2014

SKILLS

Integrated Marketing & GTM Strategy | Product Positioning & Messaging | Sales Enablement | Competitive Intelligence | Brand & Event Activation | Cross-Functional Leadership | Team Leadership & Mentorship | Campaign & Content Development | Executive Communication

TOOLS

HubSpot | Salesforce | Tableau | Adobe Analytics | Google Analytics | PowerPoint | Excel