

Ashley Lee

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SUMMARY

Marketing operations professional with expertise in marketing operations and sourcing strategy. Experienced in overseeing complex, reactive, and high-priority initiatives while managing budgets, timelines, and collaborative execution across corporate and creative teams. Strong track record in process development, agency management, and aligning stakeholders to deliver enterprise-level outcomes.

PROFESSIONAL EXPERIENCE

The Walt Disney Company

Burbank, CA

Sr. Sourcing Specialist, Enterprise Sourcing Marketing

November 2024-Present

- Promoted to lead full project lifecycle from RFP kick off to proposal evaluation, leadership alignment, and scope execution for marketing initiatives. Projects include advertising strategy for ESPN's app, agency sourcing for Super Bowl 2027, and scoping community management services for all ABC shows and legacy channels.
- Manage end-to-end sourcing initiatives for renewals, Requests For Proposals, and Enterprise agreements across Hulu, Disney+, and ESPN businesses by finding efficiencies across family of brands. Efficiencies include:
 - Developed self-self marketing SOW process to standardize: 1) approach to scope development (costing, timelines, headcount, etc.) 2) list of potential and preferred agencies 3) collaboration with business teams including Legal, Finance
 - Improved delivery of marketing projects across Disney Entertainment brands on time and in budget by 50% over 3 years
- Collaborated with marketing directors and VPs for leadership input and buy-in, coordinating cross-functional deliverables & setting clear deadlines to support project execution.
- Oversee vendor compliance and creative scope across marketing projects, coordinating reviews, timelines and approvals to ensure cost-efficiency delivery, driving ~10% in savings.
- Ensure new market technology partners comply with Disney's complex technology and privacy standards by collaborating with internal teams (InfoSecurity, AI, Legal) to lead vendors through tech requirements and assessments.

Sourcing Specialist, Enterprise Sourcing Marketing

May 2024-November 2024

- Built and formalized project management processes to streamline stakeholder alignment - creating standard timelines, documenting best practices, and improving cross functional team member expectations.
- Partnered with Legal and Finance teams to translate commercial and compliance guidance to Marketing team's creative teams and developed SOPs; example agreement areas include payment terms, event activations, and milestone deliverables.
- Managed \$17M+ budget line item across multiple marketing teams, overseeing spend tracking, contract lifecycle management and scope review for creative development, production & campaign needs.
- Led complex scope negotiations for marketing teams, aligning Disney creative objectives with project milestones, budget parameters, and consistently negotiated agreements to deliver cost savings with added value services.

Associate Sourcing Specialist, Enterprise Sourcing Marketing

November 2022-May 2024

- Managed agency sourcing and onboarding for Hulu's social platforms on X, TikTok and Meta channels, series activations at ESPN, and managed a pool of agencies making up ~\$7M spend annually across Disney Branded TV Channels.
- Responsibilities spanned developing shortlists based on Enterprise criteria, partnering cross-functionally to vet and onboard agencies, and aligning agency proposals and scopes to specific contracts prior to downstream execution.
- Designed & implemented Airtable agency dashboard for 300+ suppliers across 10+ data fields to centralize supplier information and provide real time reporting of agency utilization. Ultimately improved workflow visibility and has served as a roadmap for other divisions to introduce respective structure and reporting.

Strategic Sourcing Intern, Disneyland Resort

June 2022-November 2022

- Executed RFPs/RFIs processes, including \$4M+ contract negotiation for Services, Design & Construction, while developing key stakeholder and vendor partnerships for the Disneyland Resort & Disneyland California Adventure Parks.
- Performed data-driven analysis and high volume spend assessments through Microsoft Excel to evaluate cost reduction opportunities and market changes for 2 major sourcing categories.

EDUCATION

California State University, Cal Poly Pomona

Pomona, CA

Masters of Science, Digital Marketing

Exp Grad. August 2026

University of California, Riverside

Riverside, CA

Bachelor of Science, Major in Business Administration-Marketing

August 2018- December 2021
