

ASHLEY MORTON

ashleymarie.morton@gmail.com | (978) 604-1524 | www.ashley-morton.com | [LinkedIn](#)

Three-time Emmy-nominee and multi-award winner (Clio, Webby, Cannes Lion, Promax) whose brand and campaign work lives across social, YT, websites, podcasts, key art, AR/VR experiences, streaming, paid ads, partnerships, and more.

EXPERIENCE

WALT DISNEY STUDIOS

REMOTE (MASSACHUSETTS) / NEW YORK | February 2025 – Present

SENIOR MANAGER, DIGITAL MARKETING, CREATIVE

- Produces content for the Disney, Marvel, Pixar, and Star Wars dedicated YouTube Non-Made for Kids Channels
 - Since January 2025, Marvel channel has increased by 729.8K subscribers, Disney increased 509K, Pixar increased 146.4K; Since August 2025 (team ownership) Star Wars increased by 14.3K
- Translates strategic objectives from Brand and partnership priorities, and audience data, into a varied and effective creative content plan
 - Produced multiple pieces for Disney's August 2025 "World Princess Week", including featurette with Jodi Benson (voice of Ariel from *The Little Mermaid*) highlighted in campaign's press release
- Provides creative direction and oversight across video, animation, copy, design, and other creative disciplines for both internal and external teams and/or vendors

HBO / HBO MAX

NEW YORK / REMOTE (MASSACHUSETTS) | January 2016 – September 2023

SENIOR MANAGER, CREATIVE MARKETING, PROGRAM MARKETING

Previous Titles: Content Manager, Program Marketing (March 2019 - October 2021), Associate Manager, Digital Social Marketing (October 2016 - March 2019), Editorial Assistant, Digital Social Marketing (January - October 2016)

- Created and led execution of 360 title-marketing campaigns using data analysis, performance results, and instinct for the fandom, to create thoughtful and seamless experience for viewers no matter where they engage
 - *House of the Dragon* S1 campaign resulted in highest-watched premiere in HBO history
 - Led creative content plan for the final season of *Game of Thrones*, providing guidance and feedback to design and video teams for proper execution
 - Writing and editing portfolio includes hundreds of individual articles, event coverage, and interviews
 - Developed editorial strategy and launched award-winning HBO brand website (2019)
- Provided on-site and/or remote production guidance for shoots, content capture, and live events
- Responsible for ensuring brand, franchise/IP, and campaign accuracy across assets and activations
 - Led canon knowledge for titles such as the *Game of Thrones* and *House of the Dragon* franchise, creating multiple guides (style, mood/tone, world-building) used across domestic and international marketing
 - Narrative point person for Brand partnerships (ex. Bose, Duolingo, Vans) and experiential marketing events like San Diego Comic-Con, and SXSW, including Adweek's "Event of the Year" for *Westworld* Season 3 activation at CES
- Oversaw calendars and content across social platforms, including major releases and activations
 - *HoTD* S1 YouTube video content garnered between 300k-1.2million views, and finished with 588.3M social impressions on owned in-season posts
 - *His Dark Materials* final season social profile grew following by 16.8%

EDUCATION

Masters of Arts, New York University, NY, Cinema Studies

Bachelor of Arts, Sarah Lawrence College, NY, Liberal Arts and St. John's College, NM and MD, Classics

Publishing Certificate, Columbia Publishing Course, NY, Book & Digital Publishing Program

Additional Studies, British American Drama Academy, London, Acting and Theatre Criticism Program