

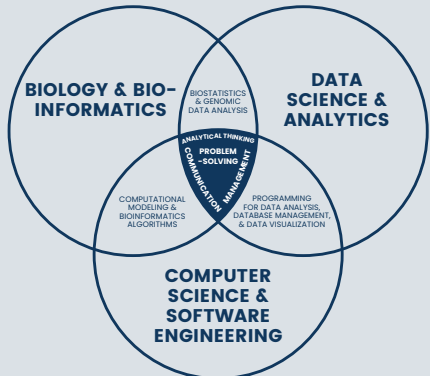


# ASHLEY ANDRUSS

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## PERSONAL PROFILE

Ms. Andruss is a multifaceted professional leveraging a unique blend of experience in marketing, sales, business development, and emerging technologies. Transitioning from leadership roles in hospitality, O&G, and aviation to pursue a passion for bioinformatics and computer science. Known for driving innovation, optimizing complex systems, and translating technical concepts across diverse industries. Combines collaborative leadership, data-driven decision-making, and communication skills to bridge the gap between business strategy and cutting-edge science.



## SKILLS & PLATFORMS

### WEBSITE DEVELOPMENT CMS & HOSTING

WordPress; Wix; BentoBox; React; Shopify; Squarespace; Webflow; GoDaddy; Hostinger; A2 Hosting

### GRAPHIC DESIGN BRAND & ALL MARKETING DESIGN

Adobe Suite: Illustrator, Photoshop, InDesign, After Effects; Canva; Figma; Biorender

### DIGITAL MARKETING VIDEO, EMAIL & ADVERTISING

Adobe Suite: Premiere Pro, Rush, After Effects, Express; iMovie; Mailchimp; HubSpot; Constant Contact; Mail Merge; SEO

### EVENT MGMT TRADESHOWS & EVENTS

TripleSeat; Eventbrite; Whova; BaseCamp; Asana; Trello; RSVPIfy; International Webinar Platforms; Sponsorship Management; Tradeshow Booth Design & Management

### SOCIAL MEDIA MGMT ALGORITHM KNOWLEDGE & SCHEDULING

LinkedIn; Facebook; Instagram; YouTube; X (Twitter); Yelp; Later; Buffer; SocialPilot; Hootsuite

The skills, tools, and platforms mentioned above are **not** an exhaustive list.

### SOFTWARE ENGINEERING TOOLS & LANGUAGES

C++; Python; R Studio; Linux: Ubuntu; VS Code; GitHub; JupyterLab; LeetCode; Data Structures & Algorithms; Computer Architecture; Machine Learning; Neural Networks; Deep Learning; Automata & Turing Machines; Operating Systems; Algorithmic Mathematical Theory

### DATA INSIGHTS ANALYTICS, VISUALIZATION & RESEARCH

Jupyter Notebook; R Studio; MATLAB; Google Analytics; PowerBI; Excel; Tableau; ParaView; PowerPoint; Semrush; Plugin PHP; Market Research

### AI TOOLS SOFTWARE

CoPilot; Chat GPT; Gemini; Claude; Grammarly; Jasper; Midjourney

### BUSINESS OPERATIONS TOOLS, CRM & PM SOFTWARE

Microsoft 365 Apps; Zoom; Doodle; ClickUp; Monday.com; Slack; Discord; Zoho Suite; QuickBooks; Gusto; Google Drive; AWS; Salesforce; NetSuite; SCRUM

### BIOINFORMATICS TOOLS, GENOMICS & PROTEOMICS

SnapGene; NCBI; UniProt; PDB; BDGP; Frutify; ScienceBuddies; Bioinformatics SMS; ExPasy; IDT Codon Optimization Tool; EMBOS; InterPro; PROSITE; DeepTMHMM; Phobius; SignalP; BLAST; FirstGlance in Jmol; R Studio; Python

PRESENT

### Marketing Partner

StimulusBio | Jun 2023 - Present



Life sciences marketing; social media graphic design and content ideas; social strategy and scheduling; marketing plans; website design and development; digital marketing; email marketing content writing and graphic design; video editing; tradeshow planning and execution; collateral design and ordering; promotional merchandise design; analytics trend analysis; quantifiable marketing; weekly marketing meetings; sales process; branding development; product development input; advertising; other company-related activities.

### Marketing Manager

Safespill | Nov 2019 - Mar 2022

Aviation marketing; 3PL and O&G marketing; newsletter and client list base creation; tradeshow; website negotiations, design, and development; inquiry management; graphic design; social media marketing; video marketing; trend analysis; B2B email marketing; investor relations; international webinar development and presentations; technical engineering document reviews; coats of arms, logo, slogan, and rebranding efforts; DBA and trademark filings.

### Vice President of Marketing

Edward Ziegler LLC | May 2019 - Nov 2019

Oil and gas marketing; human factors and safety marketing; legal marketing; methods of marketing and distribution including mail; website design; email marketing; market research; legal casework research; contract writing and review; operational negotiation; attorney outreach and documentation; DBA filings; deposition reviews; case reviews.

### Social & Marketing Manager

CCC | Aug 2017 - May 2019

Restaurant marketing; data collection and analysis; web traffic metric development; web/multimedia/design staff collaboration; marketing strategy; product development; content management and development; company-wide relations.

### Event Coordinator

Clark Cooper Concepts (CCC) | Jan 2014 - Apr 2018

Event managing; regulation compliance; inspections and permits; customer relations; contract negotiation; hire/training/supervising staff; design event promotions.

2022

2019

2017

2014

EDUCATION

**University of Houston**  
B.S. Computer Science With  
Bioinformatics in Biotechnology &  
Biomedical Sciences Minor | June 2025

**Houston Community College**  
A.S. Biochemistry, Dean's List | 2016

**Blinn College**  
General Studies | 2013

CERTIFICATE

**NVIDIA DLI: Fundamentals of Deep Learning**

Mar 2025

**PowerBI & Excel**

Oct 2024

**Tableau & ParaView**

Mar 2025

**Energy Leadership**

Apr 2023 & Apr 2024

**Adobe Premiere Pro**

2020

**CITI Human Research**

2017

PUBLICATION

**The ABCs of  
ChatGPT in  
Computer  
Science**

By Dr. N. Rizk  
A. Andruss,  
Project & CMAP  
Lead  
Nov 2024

## PROFESSIONAL EXPERIENCE

### Founder

Andruss Art | Nov 2022 - Present



Managing 15+ clients; brand development and collateral; website development; social media management with content writing and graphic design; customer acquisition strategies, platform campaign management, marketing plans, and sales process; tradeshow planning; advertising and sponsorship; sales outreach; digital marketing; video and email marketing; code development; analytics and dashboards; animations; platform usage and algorithms training; other marketing-related activities.

### Sales Operations Manager

Safespill | Mar 2022 - Nov 2022

Sales strategy and systems development; leading weekly team sales meetings; data visualizations for projection inferences and goal setting; sales process development and implementation; technical document reviews and client presentations; client interface and relationship management; lead qualification; CRM development and company data management; tradeshow planning and budgeting; progress reporting to CEO; 20+ staff trained.

### Sales & Marketing Manager

Sette | Apr 2018 - May 2019

Retail marketing; store operations; sales projections and profitability; graphic design, email marketing, social strategy, and social media marketing; budget analysis; customer relations, purchase/sale/requisition record-keeping; tradeshow; 5+ employees trained and managed with scheduling, systems development, and stock tracking.

### Floor & Staff Manager

CCC | Aug 2017 - May 2019

Business and operations scheduling; accounting (budgets, bank deposits, invoicing, and payroll); customer relations; staff training and hiring; inventory and ordering; establishing standards and procedures; 100+ staff management.

## ACADEMIC BACKGROUND & CERTIFICATIONS

# The Unconventional Path

MARKETING FOUNDER,  
DATA SCIENTIST, AND  
SOFTWARE ENGINEER

## In the Lens of a Life

My life has been a series of unexpected turns, each shaping me in ways I never anticipated. In the lens of childhood, the endless comments about me having natural red hair and green eyes always piqued my interest with “Why am I different?” and “What are the odds?” because no one else in my world is optically like me. I discovered that the odds are ~0.14% of the world population, fueling that curious young brain of how that happened with my genetics. Remember that these curiosities were happening in the dial-up days of the internet and not what Google is today. Fast forward to graduating high school early while working as a server to provide for my family; I was ahead of the curve, starting my life from scratch with a job in the city. My urban life began in a bustling restaurant, where you saw critical thinking, customer relations, and priority queues simultaneously at the front of a host stand, forming the backdrop to my early adult life. I was in college then, studying Biochemistry and dreaming of labs. But life, as it often does, had other plans.

As I balanced trays and textbooks, I found myself drawn into the whirlwind of restaurant management. It started small—taking on extra shifts and helping with events. Yet, before I knew it, I coordinated major gatherings for the Rockets, the Jamails, weddings, and more while running a marketing division and managing entire locations. The biochemistry student in me was fascinated by the complex system of a restaurant, which is ultimately a constantly busy business.

Then came Hurricane Harvey. In the aftermath of the storm, with family health issues compounding the challenges, I decided to pause my studies. It was a moment of reckoning, forcing me to reevaluate my path. But in that pause, I discovered something unexpected—a talent for bringing order to chaos, building an extensive network with genuine connections, and optimizing systems to run smoothly.

The restaurant became my laboratory. I experimented with management styles, marketing strategies, and operational efficiencies from scheduling to financial spreadsheets. My team of over 100 people became my test subjects (willing ones, I assure you!), and we created a well-oiled machine together. After my restaurant shift, I'd run to another management job at a retail store, overseeing a team of over 5 women. Watching theories translate into real-world improvements and seeing how a small change could transform the entire operation was exhilarating. Yet, I wasn't alone in my journey; I had incredibly brilliant mentors in business, marketing, sales, and management who extended my knowledge base dramatically.

After five years and hundreds of connections in Houston building my roots, an opportunity arose to join an oil and gas firm as the VP of marketing for a P.E. and expert witness. Suddenly, I was diving into the technical intricacies of the BP-Macondo (Deepwater Horizon) oil spill, my mind racing to connect the dots between chemical processes and legal implications. I even found myself working on human factors cases, poring over depositions. It was fascinating, but something was missing—the spark of innovation.

**Enter the world of startups.** A recruiter's call led me to a company revolutionizing aircraft hangar safety, and I was hooked. Here was a place where my love for efficiency and innovation could run wild. As one of the first ten employees in a company that would grow to over 50, I wore many hats. One day, I'd be handling legal and investor relations for \$2M+ capital raises; the next, I'd discuss product specs with engineers, and the day after that, I might find myself leading marketing and sales initiatives.

Our startup began with two applications—one for aircraft hangars and another for logistics companies and oil and gas. I had the incredible opportunity to work with industry giants like Dow Chemical, Chevron, BP, XPO Logistics, and Penske. When we realized the market for IBC storage units preventing forklift puncture losses wasn't quite there, we pivoted to focus solely on aircraft hangars. This is where things took off.

I traveled across the country, from military bases to meeting with aerospace companies and commercial airlines, talking about fire protection systems with a passion for environmentally safe solutions. I engaged with lead engineers from NAVFAC, AFCEC, USACE, the Department of Defense, NASA, Lockheed Martin, Boeing, Bell Helicopter, and more. I even found myself explaining complex technical concepts for members of Congress, advocating for adopting our product solution in the defense budget, and pushing for changes in building codes like NAVFAC ITG, NFPA 409, and FM 7-93 (all backed up by data and FMEAs), ultimately, all successful.

Our mission was critical—we were the only solution for a state and military mandate to remove PFAS-containing firefighting foam from hangars, which was causing cancer and other health-related issues. The scope of our work expanded internationally. I was on the team for market breakthroughs with foreign militaries, including the Canadian Forces, South Korea, and Australia. On the commercial side, we worked with airline MROs like KLM, Delta, United, and American Airlines. It was a whirlwind of activity, each day bringing new challenges and opportunities for growth.

During this, I led global market research on aircraft hangars, built the sales pipeline workflows reducing sales cycle time by over 35%, which fed into lean manufacturing, and developed much of the company infrastructure for marketing and technical sales with a 3-fold increase in organic leads.

But through it all and being an aspiring first-generation college graduate, a quiet voice persisted. In stolen moments between meetings and flights, I found myself drawn to articles about genomics, fascinated by the latest developments in bioinformatics, cancer research, and CRISPR technology. The more I researched in my free time, the more I realized—this was where my true passion lay.

With interest from my network, I opened my marketing company in 2022 and signed up for computer science and bioinformatics courses. I embarked on yet another unexpected turn in my journey. Today, my client portfolio spans various industries, including construction, legal, data, real estate, landscaping, and life sciences. As I balance client projects with late-night coding sessions, I can't help but marvel at the path that led me here. From restaurants to aircraft hangars to genomics, it's been a wild ride. But each experience and challenge has added a new tool to my kit and a new perspective to my worldview.

It takes courage to change your life 180 degrees to be aligned with your passion. You have to face failure, learn hard lessons, and constantly humble yourself, but with pigheaded discipline, you can achieve your purpose. For me, that inquisitiveness of science, data, design, and relationships started in my youth. As for being a redhead, now I have had the opportunity to do bioinformatics analyses on the MC1R gene, honoring a childhood brain filled with so much curiosity into who I am during the era of dial-up internet and Yahoo-search tools. It's been the lesson of my life that you can be whoever you want to be... you simply need to observe and listen.

*The Future Is Yours, Ashley Andross*