

Ashley Grant

Marketing Manager



Ashley Grant is a Marketing Manager for The Detroit Regional Partnership (DRP), a leading economic development nonprofit serving the 11-county Detroit Region. In this role, she develops and implements marketing strategies to advance DRP's objectives while enhancing brand awareness. She also works to create a positive narrative about the Detroit Region in national and international markets targeted by the business development team. She serves as a functional liaison between business and marketing, translating the needs of the business development team into marketing campaigns that support the goals and objectives of The Detroit Regional Partnership.

A native Detroiter, prior to joining the DRP, she spent over 12 years in the mortgage and fintech industry working for Rocket Mortgage. Ashley's experience included marketing focusing on building client journeys, product specific content, social media planning and development, campaign development and launch as well as lead generation. Additionally, she spent a few years as an internal business consultant focused on process improvement and efficiency across the family of companies. She is a graduate of Oakland University where she received a Bachelor of Arts degree, with a focus in Communication and Journalism.

PAST EXPERIENCE AND EDUCATION

- Product Marketer – Rocket Mortgage
- Campaign Manager – Rocket Mortgage
- Business Consultant – Rocket Mortgage/Quicken Loans
- Bachelor Of Arts, Communication and Journalism, Oakland University

COMMUNITY INVOLVEMENT

- Volunteer with various charities and organizations
- Member, Alpha Kappa Alpha Sorority, Inc.