

# Ansley Headley

(706)-755-0284 | [AnsleyMHeadley@gmail.com](mailto:AnsleyMHeadley@gmail.com) | [LinkedIn](#)

## EXPERIENCE

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### Cox Communications

Remote

#### *Residential Marketing Senior Project/Program Manager*

December 2024 - Present

- Lead end-to-end strategic planning and execution of high-visibility campaigns, such as *A Step Ahead* and Cox Mobile's seasonal campaigns to achieve ARPC growth and increase brand visibility.
- Deliver executive-ready updates and recommendations by summarizing complex program details into actionable insights for leaders across AirTable, PowerPoint, Outlook, Teams and SharePoint channels.
- Develop communication frameworks, process playbooks and content calendars to streamline project execution, strengthen brand messaging and support professional promotion across channels.
- Write and edit launch announcements, executive briefs, fact sheets, and FAQ documents, managing cross-functional promotional review and approval workflows with legal, product and external partners to ensure compliance and accuracy.

#### *Cox Business AI Implementation Lead*

December 2025 - Present

- Pitched BRIDGE, an AI-powered employee feedback and communication solution, to an executive panel, resulting in its adoption by Cox Business.
- Advise Sales Enablement leaders on using BRIDGE to interpret employee feedback, standardize internal communication templates and deliver clear messages that build transparency and trust within teams.

### Cox Enterprises

Atlanta, GA

#### *Internal Consultant – LEAD Program*

January 2024 – December 2024

- Led cross-functional teams of more than 40 members across product, engineering, marketing, sales and operations, managing up to \$1.5 million in portfolios for Cox Communities initiatives, such as Home as a Hotspot and Community Wifi.
- Translated technical product requirements into clear communications to increase team buy-in and drive delivery.

#### *Corporate Communications Specialist*

September 2022 – January 2024

#### *Corporate Communications Intern*

May 2022 – September 2022

- Managed enterprise-wide campaigns reaching over 45,000 employees, including cultural heritage months and the first cross-divisional ERG membership drive.
- Served as trusted counsel to HR and CSR leaders, advising on messaging, employee impact and communication sequencing.
- Ghostwrote seven award-winning submissions for the Atlanta International Association of Business Communicators (IABC) Golden Flame, Silver Quill and Golden Quill awards.

### Public Relations Student Society of America (PRSSA)

Athens, GA

#### *Director of Internal Communication*

May 2020 – May 2021, May 2022 – May 2023

#### *Public Relations Committee Head*

May 2021 – May 2022

## EDUCATION

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### University of Georgia

Athens, GA

*Bachelor of Arts in Public Relations/Certificate in Public Affairs/Minor in Political Science*

Cum Laude, May 2023

### Georgia Institute of Technology

Atlanta, GA

*Certificate in Project Management*

February 2025

## CERTIFICATIONS, EXTRACURRICULARS AND AWARDS

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#### *PMP, Project Management Institute*

Pending 2026

#### *Prosci Change Management Certification, Cox Communications*

October 2025

#### *Human Centered Design Practitioner, Luma Institute*

April 2025

#### *Salute ERG Communications Team, Cox Enterprises*

January 2026 – Present

#### *ETU Eats Club Cofounder, Cox Enterprises*

February 2024 – January 2026

#### *The Magic Kingdom's Quarterly Cast Member Award, Walt Disney World®*

September 2019

## SKILLS

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AP Style, Smart Brevity, Microsoft Office Suite, Microsoft Copilot, SharePoint, AirTable, EmailOpen, Jira, Canva