

# WOMAN OF EXCELLENCE AWARD



## SASHA HOWELL

MANAGING DIRECTOR | OFF MADISON AVE

Sasha Howell has been in advertising for nearly two decades. She currently serves as a Managing Director at Off Madison Ave and the strategic lead for many accounts. Sasha previously served as the Director for Riester's gaming and hospitality group, where she managed the marketing and advertising efforts for Casino Arizona and Talking Stick Resort, overseeing a cross-functional team (client services, creative, interactive, media and public relations). Prior to that, she worked at Mullen Advertising where she led the brand development and launch of Hotel Valley Ho and managed additional clients within the luxury hospitality industry. Sasha has always been at the intersection of integrated marketing and communication models. This has afforded her the opportunity to provide strategic and creative leadership for a wide variety clients. She has a unique ability to identify online and offline opportunities while ensuring brand integrity is maintained across all media and operations.

Sasha's background has prepared her well for her role as a Managing Director at Off Madison Ave. She now spends half of her time helping retool the strategic direction of the agency so it can keep up with the constant state of change our industry finds itself in.

This has lead her to work through, new staffing models, communication technologies and inventive approaches to a client's challenges.

### PREVIOUS RECIPIENTS

2019 Fran Mallace  
2018 Alicia Wadas