DATA GIRL ASH

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Ashley M. Scott

DATA & AI STRATEGIST | SPEAKER |
STEM AMBASSADOR

MEDIA KIT

About Ashley

PREVIOUS COLLABS

Ashley M. Scott is an award-winning Fortune 50 data strategist, TEDx speaker and recipient of the President's Volunteer Service Award from former President Barack Obama. She is widely recognized for her expertise in data analytics and business, and is an advocate for expanding the talent pipeline in the data and AI field. Prior to her career in data analytics, Scott co-led the project management of an American medical tourism facility in Tanzania, East Africa.

In order to encourage more women to pursue successful careers in data analytics, Scott has created the #DataGirl social media campaign, which has gained international recognition and support. Through her online platform, Data Girl Ash™ (DGA), she provides tactical advice on making data-driven decisions and empowers underrepresented leaders to do the same.

Scott has participated in global campaigns promoting career pivoting and STEM education, collaborating with organizations such as the United Nations, IBM and TED Women, presented by TEDx DeerPark Women, among others. She served as a Women in Data Science Ambassador in a partnership with Stanford University and is a NASA Solar System Ambassador, where she hosted virtual events for high school students and working professionals to educate them on the importance of solar exploration in STEM and data exploratory analysis.

EDUCATION

- Master of Business Administration (Managerial Analytics) with distinction: Mercy University
- Bachelor of Science (Public Health) magna cum laude: State University of New York (SUNY) Albany
- Artificial Intelligence: Implications for Business Strategy Certificate: Massachusetts Institute of Technology
- Women's Entrepreneurship Certificate: Cornell University
- Product Manager, Product Owner, Agile Practitioner Certified 6.0: Scaled Agile Framework

Speaking Services

PUBLIC SPEAKING

"Topics previously presented include"

- DataRx: Transforming Healthcare Skills into **Data Superpowers**
- Data-Driven You: Building a Compelling **Personal Brand** in the Analytics Era
- Empowering **STEM Voices**: The Journey of a **First-Gen** Woman in Technology
- From Clicks to Conversions: A Business Owner's Handbook to **Digital Marketing**

CORPORATE TRAINING

- Mastering Spreadsheets for Business Success
- Data Mastery Bootcamp: **Excel** & **Tableau** Essentials
- Strategic Business Intelligence: Leveraging **Power BI** for Insights

WORKSHOPS & CLASSES

- Provide comprehensive training on how to use Excel for **data manipulation**, dynamic formula creation, and **PivotTables/Pivot Charts**.
- Conduct engaging Tableau training sessions covering **custom visualization**, calculations, and **dashboards** to help turn data into actionable insights.

SPEAKING ENGAGEMENTS

Click here to view recent speaking engagements.

Client Testimonials

Click here to view more

"Ashley is a remarkable leader and an inspiration for others. Her contributions to the New York Urban League have helped our leadership team discover insights to expand our community outreach efforts and data reporting. Her authenticity and ability to connect with young adults during panel discussions and leadership have helped first-generation students advance their education.

Chief Program Officer of
The New York Urban League

"Ashley was a guest speaker at our STEM Webinar Series and displayed her knowledge and passion for data and technology. She is an amazing presenter and would highly recommend this dynamic STEMinista.

Founder/ CEO of
FEM STEM Bahamas

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Data Girl Impact

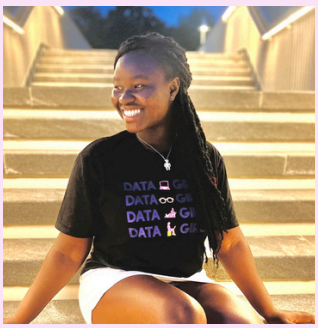
- **Built a community of 5,000 data enthusiasts** spanning Africa, Ireland, Canada, and the U.S., reaching thousands through digital workshops, live sessions, and mentorship.
- **Coached over 1,000 individuals** worldwide, helping them land interviews and roles in data and AI, with total offer packages **exceeding $300,000+ in cumulative salary impact.**
- Launched the data-inspired fashion line, combining storytelling and STEM to **raise awareness and funds for educational equity in tech.**
- **Awarded the GoFundMe Small Business Relief Grant**, to enable access to mentorship, scholarships, and career education for future data leaders.
- **Founded the Data Girl Scholarship**, providing funding and resources for college-bound first-year women pursuing careers in data, tech, and AI.

Data Girl Scholarship Recipients

"At this moment, I am the only black female in my computer science class and, not surprisingly, my college swim team. Data education, to me, means that I can contribute to Guyana's human capital."
-Jaydn G.

"Data education is a big role in my internship research as I had to analyze results from surveys and association tests. I look forward to working towards making healthcare more equitable for all using data techniques."
- Hawa D.

"Data education is the ability to analyze and interpret information. It helped me realize my desire to support others in their learning and development in a way that encourages individuality and understanding."
- Kaijiera A.



"In Ghana, we lacked technological tools to enhance people's lives. Data education will allow me to be part of advancements and pursue my dream of working in biomedical engineering or as a doctor."
- Richlove N.

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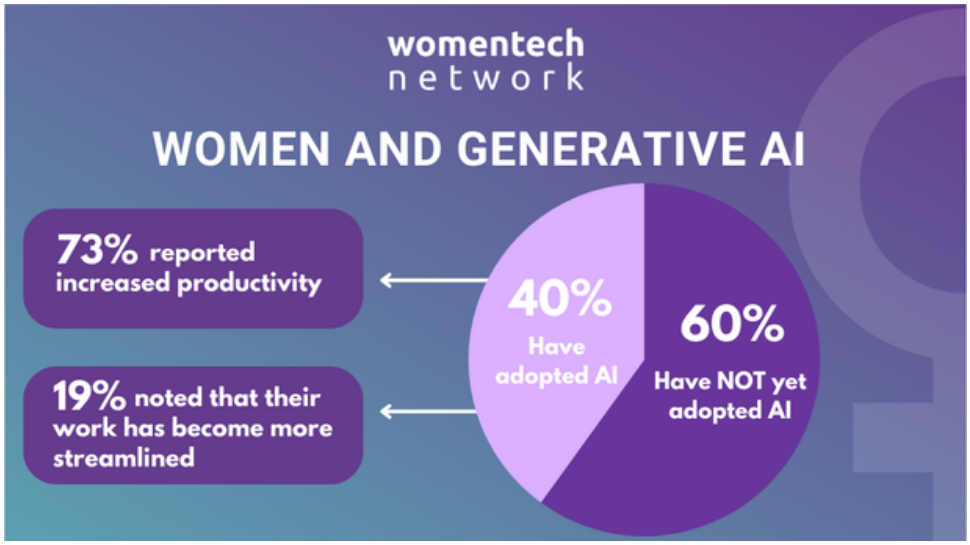
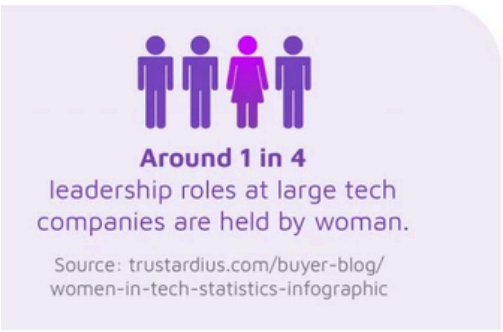
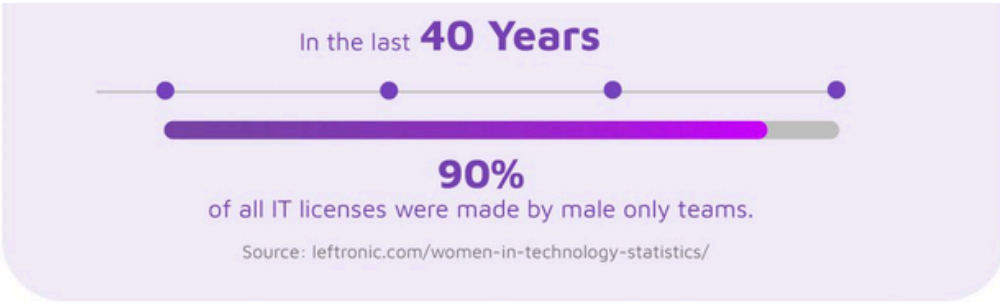
Learn More

WHY DATA GIRL WAS FOUNDED?







SOCIAL MEDIA PARTNERSHIPS

Click here to view social media services and parternships.

RECOGNITION

- Rising 40 Under 40 Award, New York State and City (2024)
- Wunderkinds' Award, New York 914 INC. (2023)
- Newcomer of the Year Award, Women in IT Summit (2023)
- Under 30 Emerging Leader Award, Ignite Caribbean's (2022)
- First Prize Winner, New York Small Business Development Center Pitch Competition, funded by Capital One (2019)
- Forbes Under 30 Scholar Program (2019)

Lets Stay Connected!

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