



Ashworth-Lee
communications


What a great story!

Shelley A. Lee: Biography

Shelley Lee, a communications professional for more than 25 years, is the founder and president of Ashworth-Lee Communications. Her experience and skills include consulting, planning, and implementation services for a wide variety of corporate and marketing communications initiatives, including corporate and brand identity, strategic messaging, marketing communications programs, communications strategy, and editorial management. Her client engagements include regular interaction—consultation, interviews, strategic planning, and communications development—with senior executives, CEOs, and industry thought leaders. She frequently leads teams of communications and creative services professionals for client projects. Prior to founding her own business in 1989, she was Director of Corporate Communications for a financial services broker-dealer and Editorial Services Manager for a major non-profit health organization. She has extensive experience in the financial services industry and has worked with many of the leading firms, organizations, and governing bodies for financial services.

Shelley also is a highly skilled writer with in-depth experience in a wide variety of writing styles, including editorial, corporate, and marketing. She was a Contributing Editor for *Business Atlanta* and has written for *The Wall Street Journal*, *Money* magazine, *Business to Business*, *Georgia Trend*, *Pension World*, *Atlanta Magazine*, and the *Journal of Financial Planning*. She also has been the Editor of two magazines—*Financial Strategies*, a magazine for the financial service professional published by Investors Financial Group (IFG), and *Performance: The Business of Management*, a magazine published by Williams Group International and LawGIBB Group. In addition, she is the co-author, with a senior vice president of Prudential Securities, of the book “You Are the Product: Powerful Self-Marketing for Practicing Professionals.” In 2009, she contributed to a book on the history of financial services.

She also is the founder and executive creative director of Historia (www.historia.us.com), a firm that develops legacy stories for select families, foundations, and business. In 2012, Shelley founded Muse, an inspiration and creativity collaborative whose members are devoted to exploring passionate stories by and about artists, musicians, entrepreneurs, theologians, and other big thinkers. To inquire about an invitation to be part of Muse, contact Shelley (shelley@ashworth-lee.com).

Shelley A. Lee
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