PORTFOLIO

Featured Case Studies

Digital tools, workbooks, educational products, and membership programs for associations, communities, and experts.

Ashley Jean Baptiste

Your Digital Product Bestie · Baddies in Tech · National Society of Oral Maxillofacial Surgeons · Beyond the Frosting Network

Work with me: yourdigitalproductbestie.com/solutions

HOW I WORK

I turn expertise into programs people join, finish, and talk about.

01 · STRATEGY

Membership and launch strategy

Offers and tiers, launch roadmaps, messaging, engagement calendars, and quarterly planning.

02 · PROGRAMS

Learning experiences

Curriculum, video scripts, workshops, and events, from a founder's ideas to reusable recorded modules and live sessions.

03 · ASSETS

Digital products and tools

Lead magnets, quiz funnels, workbooks and tool PDFs, welcome kits, sales pages, and the emails and decks that go with them.

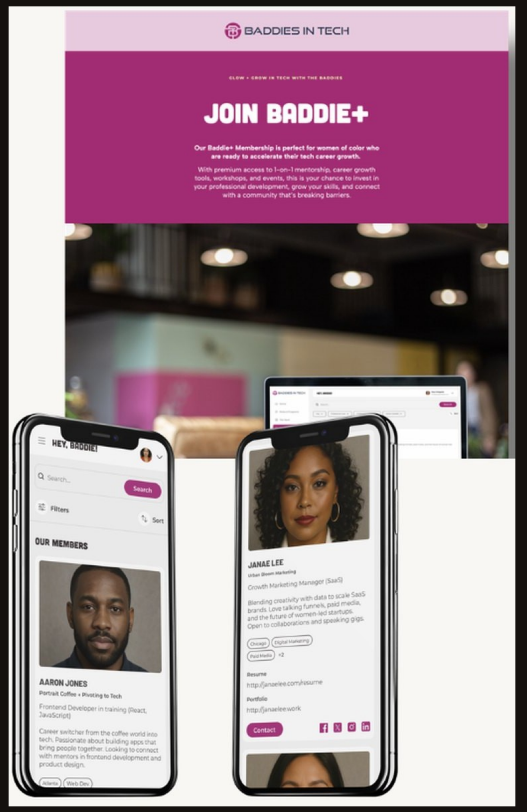
Built for experts growing an audience, and for associations and communities serving their members, as one clear project or a steady monthly partner.

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CASE STUDY 01 · BADDIES IN TECH

Baddie+

A paid membership for women of color in tech, launched with the founder.



THE ORGANIZATION

Baddies in Tech is a career development community for women of color in tech. Baddie+ is its paid membership, built on a custom platform with a contracted developer.

MY ROLE

Fractional Director of Membership & Community, working directly with the founder.

100+
founding members

8+
virtual workshops scheduled for launch

Q4 2025
community engagement quarter during launch

Q1 2026
strategy blueprint handed to the team

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BADDIE+ · THE LAUNCH PATH

An event-led founding member campaign: BaddieCon sign-ups became members.

1

Tease and RSVP

A teaser series, countdowns, and Founding Member spotlights across email, social, and Discord

2

Meet them at BaddieCon

The launch party gave early sign-up a live moment: QR sign-up signage, on-stage speaking, and member activation

3

Convert to founding members

A sales page and funnel turned interest into 100+ founding members

4

Reward the founders

Founding Member sticker and ID card, badge kit, affirmation cards, and giveaways

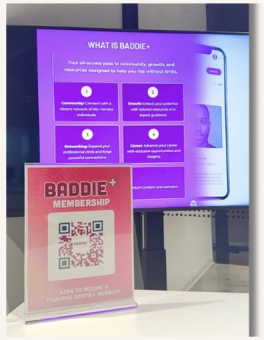
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Welcome and engage

A virtual welcome party, a Day 0 to 30 onboarding sequence, and a Q4 engagement calendar







One campaign, from first teaser to welcome party, planned in a five-week launch timeline.

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BADDIE+ · WHAT I DID

From first idea to launch day and the quarter after.

STRATEGY AND PLANNING

MVP scope, launch roadmap, and messaging, shared with the contracted platform developer

Onboarding sequence and the Q4 2025 engagement calendar

Strategy sessions with the founder, including naming Spark Chats

Q1 2026 blueprint: wellness challenge, mentor system, and spring enrollment campaign

CREATIVE, CONTENT, AND EVENTS

Sales page, funnel, landing page, and portal screens

Merch, Founding Member sticker, affirmation cards, and giveaways

Event themes, presentation decks, and workshops, including facilitating members-only Zoom meetings

On site at BaddieCon 2025: logistics, on-stage speaking, and launch party activation

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The result: a launch with 100+ founding members and a plan for what came next.

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CASE STUDY 03 · BEYOND THE FROSTING NETWORK

A business-education membership for bakers, from first strategy day to launch.

For bakers who want to learn how to run and grow a baking business. Built with founder Porsha Kimble, starting with VIP strategy days in fall 2024, including the name itself.

Role: launch partner. I conceived the workbook and quiz funnel, and built the curriculum, launch content, and workshops.



1,000+
Instagram followers before the platform launched

Thousands
of dollars in workbook lead magnet sales during launch

11
modules scripted, edited, and uploaded

3 + 4
tiered workbook editions and four membership tiers

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BTFN · MY CONCEPT

A quiz-to-workbook funnel that built the audience before the membership opened.

1

Take the assessment

A 5-question quiz with 4 possible outcomes

2

Get a result

Each result captures the baker's email and points to the right workbook

3

Choose a workbook

The result upsells one of three tiered workbook editions

4

Join the waiting list

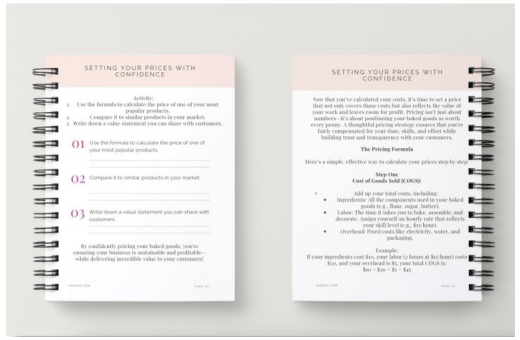
The purchase places them on the waiting list for the membership

5

Use the tools, then launch

Workbook tools keep them engaged until the membership opens





Alongside the funnel: VIP strategy days, 11 modules scripted, edited, and uploaded, designed presentations, and hosted and co-facilitated workshops.

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BTFN · LAUNCH SYSTEMS

Warm the audience, capture the lead, convert, and follow up.

BEFORE LAUNCH

Instagram broadcast channel strategy, with ready-to-post copy to warm the audience

Launch emails, promotions, and materials for members to share

Website and platform foundation

CONVERSION

LeadQuizzes quiz that routes bakers to the right workbook

Stan sales pages for the workbook editions

Flodesk conversion email sets

ManyChat automations, strategy through full setup

ONGOING

Event and digital product tracker

Recap emails and member communications

Hosted and co-facilitated member workshops

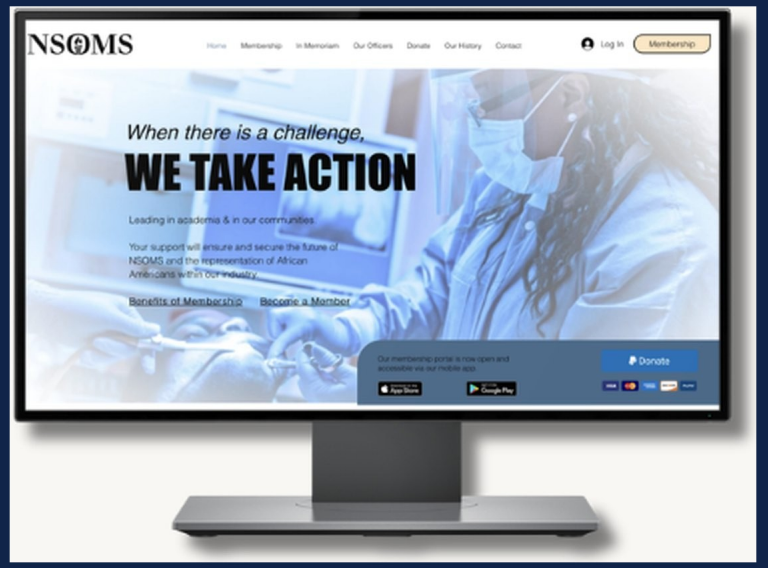
The result: 1,000+ Instagram followers before the platform launched, and thousands of dollars in workbook sales during launch.

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CASE STUDY 02 · NSOMS

A national society, brought online.

A nonprofit that ran on paper forms and a group chat until 2022, now with a website, member portal, forum, directory, and online dues.



ABOUT NSOMS

The National Society of Oral and Maxillofacial Surgeons has supported minority oral and maxillofacial surgeons since the 1980s. It promotes their participation in the specialty, supports mentorship for students and residents, and partners with community organizations to provide care for underserved communities.

My role: Fractional Director of Membership, Marketing & Communications, 2021 to present.

Tens of thousands
of dollars in dues when the platform launched in 2022

100+
re-engaged members paying dues online

About 67%
increase in annual dues

Thousands
of dollars in event ticket sales every year, plus recurring dues

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NSOMS · WHAT I DID

Built the digital home, then the member experience on top of it.

FOUNDATION

Website, member portal, forum, directory, and online dues

Membership strategy and rate changes

MEMBER PROGRAMS

RISE program for residents, with a welcome kit for students and residents

Mentorship matching, plus a portal connecting residents to jobs from current members

COMMUNICATIONS

Member Spotlight system

Registration and recap emails for each annual meeting

EVENTS

2022 to 2024: communications and logistics for each Annual Business Meeting and dinner

2025 on site in Washington, DC; 2026 annual meeting presentation and materials

Event ticket sales bring in thousands of dollars each year

ACROSS EVERYTHING

I created the presentations, content, copywriting, editing, materials, and tools for NSOMS, in partnership with society leadership, year after year.

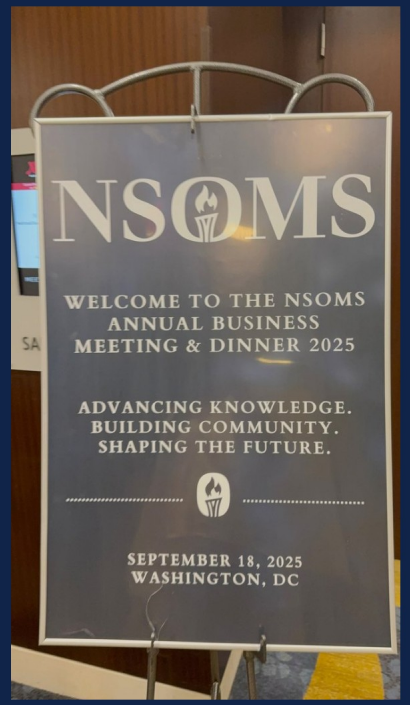
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NSOMS · MEMBER MATERIALS

Graphics, portal announcements, and signage in the society's brand.







MEMBERSHIP

A Join the Community graphic that introduces the new member portal.

MISSION

A Who We Are and Our Mission graphic for social and member outreach.

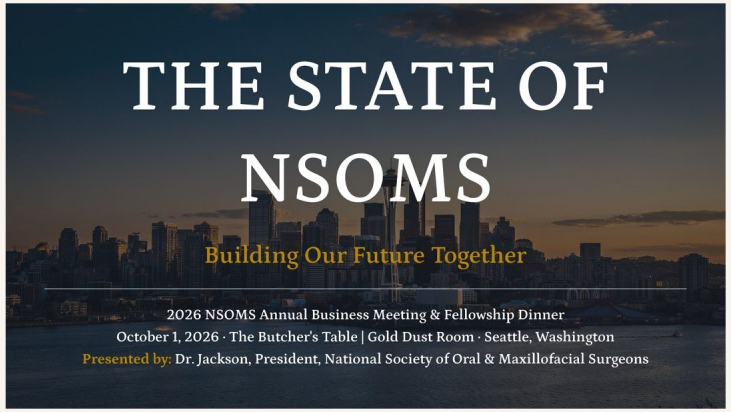
ON SITE

Welcome signage at the 2025 Annual Business Meeting and Dinner, Washington, DC.

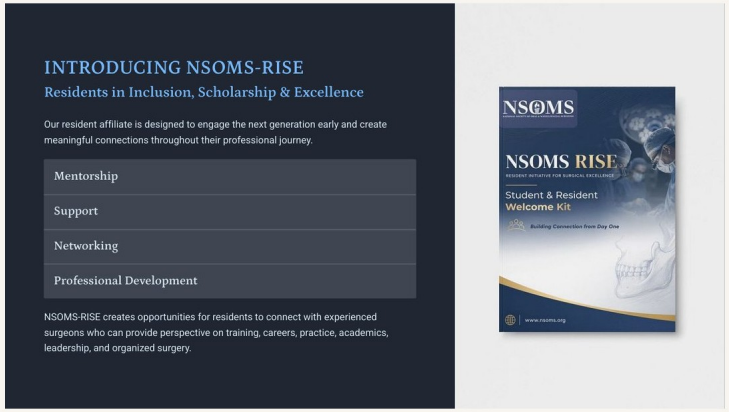
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NSOMS · ANNUAL PRESENTATION

The State of NSOMS: a deck for the 2026 annual meeting.



Title and framing



The RISE program for residents



Quarterly member meetings

Content, structure, and design for the society's leadership to present, covering vision, programs, partnerships, and member participation.

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PROJECTS YOU CAN HAND OFF

Send me the expertise. I send back finished, ready-to-use tools.

Digital tools and templates

Trackers, planners, worksheets, and editable templates, like BTFN's event and digital product tracker and NSOMS's Member Spotlight template.

Workbooks and guides

Interactive, branded workbooks, such as the three tiered BTFN editions, and guides like the NSOMS RISE Welcome Kit.

Educational digital products

Curriculum, video scripts, and recorded modules, like BTFN's 11 modules scripted, edited, and uploaded.

Quizzes and lead magnets

Logic-based quizzes with result pages that guide people to the right offer.

Sales pages and funnels

Sales pages, landing pages, and email funnels, like Baddie+ and BTFN on Stan and Flodesk.

Content, decks, and communications

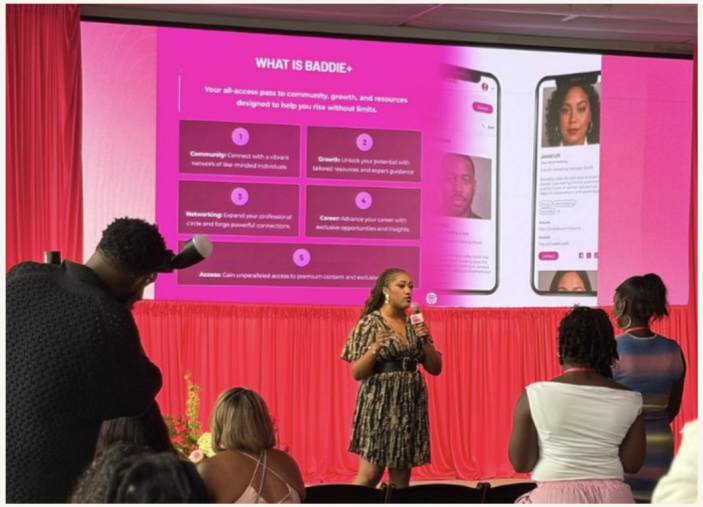
Newsletters, emails, carousels, captions, graphics, and presentation decks for events and workshops.

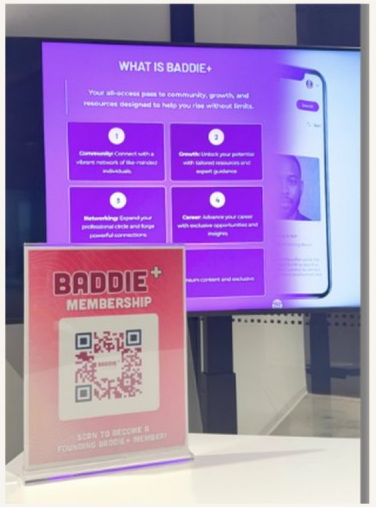
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EVENT LEAD-CAPTURE KITS

Turn a conference audience into an email list.

- A free resource worth scanning for
- QR code and landing page
- Signage for the venue
- Closing slide for the speaker's deck
- Welcome email for new sign-ups



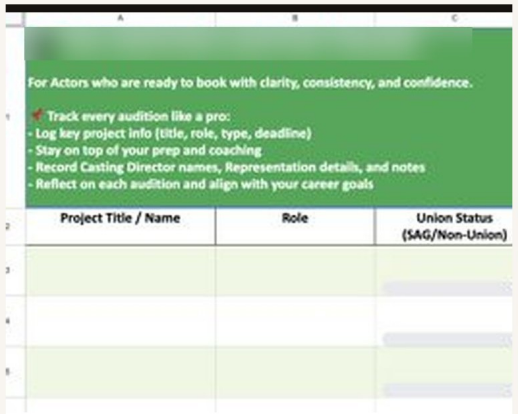


As used at BaddieCon 2025: QR sign-up signage on site, backed by a launch sales page and email follow-up.

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MORE DIGITAL PRODUCTS

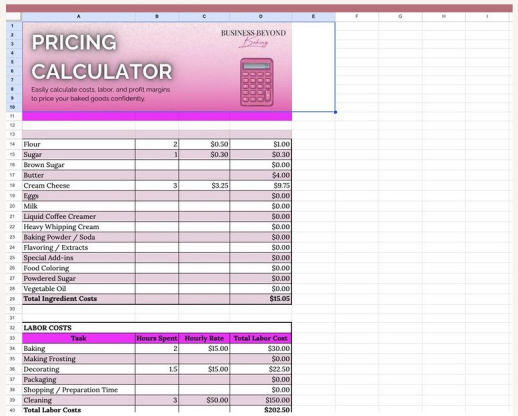
Smaller builds: working tools and guides, branded for each client.



TRACKER · ACTOR CLIENT

Audition Tracker

A four-tab Google Sheets system for actors: how-to, audition and callback trackers, and a booking tracker with an earnings calculator.



CALCULATOR · BTFN

Pricing Calculator

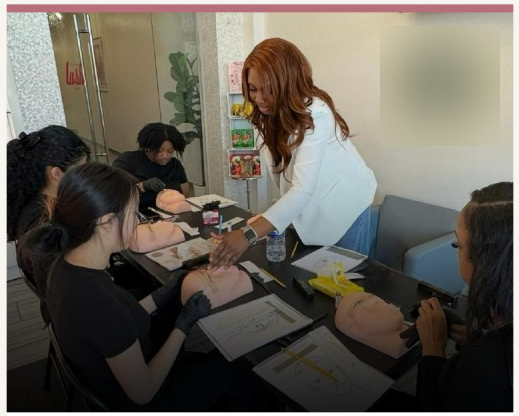
A branded spreadsheet that takes a baker from ingredient, labor, and additional costs to a total cost and a confident price.



GUIDE · ACTOR CLIENT

Headshot Success Blueprint

A 35-page guide for actors in nine chapters, from headshot types to grooming checklists and choosing the right shots.



WORKBOOK · BEAUTY EDUCATION CLIENT

Beauty Training Workbook

A branded training workbook for beauty professionals on hygiene, client structure, and artistry.

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BOOK A PROJECT

Have an audience or expertise that needs something built?

Expertise-to-Program

A project to turn your ideas into video scripts, reusable workshops and course modules, and the PDFs and decks that go with them.

Digital product builds

Fixed-price projects, usually 1 to 3 weeks: lead magnets, quiz funnels, workbooks, event decks, and lead-capture kits, delivered ready to use.

Monthly partner

A steady retainer for member content, communications, and ongoing refreshes of your digital products.

Ashley Jean Baptiste

Send me what you want to create, and I'll reply with a fixed-price outline.

Book at yourdigitalproductbestie.com/solutions · contact@iamashleybishop.com