

Summary of Professional Experience

- Communications strategist and business consultant to multinational, mid-sized and non-profit clients looking to connect with Stakeholders — customers, employees, investors, NGOs, civil society, regulators, legislators and the media;
- More than 20 years experience helping organizations clarify their marketplace position, brand personality, reputation, policy or strategy to better create awareness, reinforce positive attributes, change negative perceptions or motivate a desired, actionable behavior; and
- Proven track record of reaching targeted audiences through multiple communication channels — social media platforms and technologies, on- and off-line, new and traditional media, PR, advertising, direct-response marketing and live events.

Recent Professional Experience

Vice President APCO Worldwide

Washington, DC

September 2001 thru
April 2009

“As CMO for a multi-billion dollar company, I have had a chance to work with many different service providers. Hillary was unique in her approach in her drive to better understand our business, anticipate our needs and delight us in ways we could not articulate. Hillary did a great job leading the agency's marketing communications team for 5 years for my company. She help us design campaigns to better position our new and existing solutions to a broader audience of stakeholders.”

Brian Chermiside
Chief Marketing Officer
Dow Corning Corp.
(client)

“I worked with Hillary when our organization hired her firm for public relations and advertising and she is a top notch thinker and doer who gets results and stays within budget. She is very enjoyable to work with; she is creative, professional and very reliable. I would recommend Hillary to anyone seeking the services of a world class public relations professional.”

Jeff Lubar
Communications Director
Mortgage Insurance
Companies of America
(client)

Led the multi-million dollar marketing communications practice; provided B2B and B2C clients with short- and long-term integrated plans aligned to business strategies; motivated collaborative, cross-functional teams to manage campaigns on time and on budget.

Achievements

- Led the agency's largest global marketing communications client for five years — a \$5 billion silicone supplier to beauty and personal care, health care, automotive and solar industries;
- Developed and executed an integrated marketing strategy that helped one client recapture 7% market share in two years;
- Launched more than 50 marketing initiatives that involved collateral development (for print and Web), direct mail and online direct-response tactics, advertising (on- and off-line), media outreach, event management, monitoring of and reporting on leading, real-time and lagging indicators of success;
- Repositioned an iconic 20-year-old, multi-million dollar education brand;
- Won industry accolades like the Sabre Award and the Thoth Award Certificate of Excellence for Best Corporate Marketing Campaign (2008); and
- Managed account teams with upwards of 15 professionals across multiple offices and countries.

Strategic Competencies

- Created experiential marketing programs in support of B2B and B2C product launch strategies;
- Identified, recruited and leveraged third-parties to validate product performance, support legislative agendas and advocate for issues of importance to civil society;
- Oversaw numerous and global quantitative and qualitative research programs;
- Created new brands, tag lines and product names;
- Directed creative teams to produce new brand identities (logo images, font treatments and entire visual identity standards);
- Led production and design of print, banner, in-context and other rich media advertising; direct mail; video news releases; technical literature; advertorials; white papers; and, packaging (consumer and B2B);
- Developed, negotiated and managed paid media plans;
- Wrote copy for Web sites, blogs, Twitter, ads, packaging, brochures, sales literature, direct mail, advertorials, Hill briefings, op-eds and press releases;
- Crafted messages, talking points, FAQs, Q&As;
- Scripted presentations and speeches for industry events;
- Analyzed policies and regulations to develop digestible briefing materials for various audiences;
- Simplified scientific and technical data for non-scientific, non-technical audiences;
- Conducted extensive communication audits and prepared recommendations to optimize functions, infrastructure and deliverables;
- Built and managed thought leadership strategies;
- Educated clients on trends that opened up opportunities (like social media) or posed threats (regulations and policies);
- Syndicated media and marketing assets on social networking sites;
- Identified, qualified and mapped digital influencers;
- Guided both organic and paid search strategies; and
- Built and launched corporate blogs and Twitter campaigns.

Technical Skills

- Working knowledge of X/HTML;
- Experienced Wordpress blogger; and
- Long-time user of Microsoft Office applications on PC and Mac operating systems.

Previous Professional Experience

Director, Direct Marketing Capitol Direct

Washington, DC
May 2000 thru
May 2001

Managed direct response marketing programs for seven DuPont businesses. Goals included building brand awareness, preference, leads, loyalty and sales.

- Led a direct-response strategy in the automotive aftermarket that resulted in \$2.6 million in sales;
- Developed and executed lead generation programs (largely limited to co-op programs, ads in trade publications and direct mail);
- Qualified and assigned leads to sales teams and monitored lead conversion;
- Conducted on-going competitive research;
- Oversaw large in-bound technical assistance hotlines; and
- Managed third-party fulfillment vendors.

Account Group Supervisor AB&C Group

McLean, VA
September 1997 thru
May 2000

Planned and managed direct response marketing programs for more than 20 nonprofit organizations seeking membership recruitment, membership renewal, loyalty programs, publication sales and program promotions.

- Developed campaign strategies based on target audience research;
- Purchased lists and worked with list brokers;
- Created and tested messages and offers;
- Wrote copy and managed freelance copywriters;
- Coordinated with an in-house design team to produce collateral;
- Segmented audiences and aligned offers accordingly;
- Managed vendors in the production of direct mail packages;
- Tracked response rates and reported on metrics; and
- Wrote proposals and developed budgets that won competitive contracts.

Director, Marketing & Member Services Greater Washington Society Of Association Executives

Washington, DC
March 1995 thru
September 1997

Accountable for \$1 million revenue target from dues and non-dues programs as well as member satisfaction of 2,500 professionals.

- Reversed a five year decline in new member acquisitions;
- Grew new member recruitment by 10 percent two years in a row;
- Increased retention by eight percent;
- Exceeded dues and non-dues revenue goals;
- Incentivized members to recruit peers and colleagues from their organizations;
- Regularly recruited members with direct mail, advertising and face-to-face appeals at industry events;
- Bundled offers to increase renewal rates;
- Marketed the organization's education programs and speakers series;
- Created and led new member orientation programs; and
- Introduced new networking programs to keep members engaged.

Smith Bucklin Associates

Washington, DC
January 1989 thru September
1994

Grant Administrator, Foreign Market Promotions, National Dry Bean Council

- Wrote, secured and administered \$1+ million grant from USDA/FAS;
- Oversaw the work of trade representatives, planned overseas missions and accounted for how monies were spent specific to the requirements (and limitations) outlined in the grant;
- Developed marketing materials; and
- Worked on NAFTA legislation to reduce tariffs on U.S. dry beans.

Director of Education and Certification, Lamaze International

- Led education and certification programs for child birth educators;
- Worked with physicians, nurses and midwives to develop content;
- Promoted the benefits of certification among childbirth educators; and
- Positioned certified Lamaze childbirth educators as the premier resource for expectant mothers.

Membership Director, National Association of Corporate Treasurers

Membership Director, American Women in Radio and Television (promoted from Associate)

- Recruited, served and converted renewal of members through direct response marketing, industry conferences, networking events, publications and education programs;
- Reported to and collaborated with all-volunteer leadership; and
- Oversaw monthly membership renewal and new member billing.

Education

Goucher College

Bachelor of Arts, 1988. Double-major: Business, Philosophy (graduated with honors)