

# EMILY HILL

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## PROFILE

I am a results-driven Marketing & Communications Specialist with over six years of experience in corporate communication, marketing strategy, and data analytics. I thrive on creating impactful connections between our brand and audiences through strategic planning and comprehensive research. My expertise lies in diving deep into channels, competition, and content across both paid and digital media to deliver outstanding results for organizations. Passion, performance, and positivity are at the heart of everything I do. These values guide me in every project, turning challenges into opportunities for success. I am dedicated to bringing energy and creativity to elevate our marketing and communications efforts.

## KEY COMPETENCIES

Marketing Strategy

Paid & Digital Media

Account Management

Data Analytics

## PROFESSIONAL EXPERIENCE

### SENIOR ACCOUNT STRATEGIST, TEAM LEAD

2023 -

#### The Matchbox

- Spearheaded operations to scale the business, implementing comprehensive marketing strategies, optimizing workflows, and maintaining and expanding company partnerships, resulting in a 41% increase in efficiency and a 29% growth in overall client acquisition.
- Managed account and project portfolios of enterprise-level clients, such as Canva, The Siemens Company, and Trulioo, with an average monthly ad spend of \$850k, delivering targeted digital and paid media strategies that improved key metrics, such as improved conversion rates by 33% and decreased cost per acquisition by 61%.
- Created and executed comprehensive digital campaigns across multiple channels, leveraging data analytics and competitor insights to optimize performance, resulting in a 19% increase in ROAS.
- Provided detailed client reporting and analytics, utilizing data-driven insights to inform decision-making and strategic adjustments, which enhanced campaign effectiveness by 84% and supported a 21% growth in client investment and ad spend.
- Led a team of 3 marketing professionals, overseeing their development and performance, which contributed to the successful execution of high-impact marketing strategies and campaigns.
- Worked for some of the largest enterprise clients in the US such as Canva, The Siemens Company and Assent

### CUSTOMER SUCCESS MANAGER

2022 - 2023

#### metadata.io

- Developed high-touch relationships with over 36 customers, exceeding retention goals by a 7% average, advancing our engagement resources through testimonials, case studies, and speaking engagements, and growing customer health by 38% through key qualitative benchmarks of engagement, advocacy, value, and usage
- Expanded the initial total revenue of my BoB (valued at \$1.5 million) by 4% through contract expansions. Showcased value of contract expansion through custom business cases, multi-threaded relationship-building, and strategic alignment.
- Propelled customer success by evaluating, implementing, and analyzing strategic initiatives with internal and external stakeholders. Developed increase in volume and reduction of costs in key revenue-driving metrics, generating an average of 3.13x ROAS
- Reason for leaving: Layoffs

### SENIOR MEDIA PLANNER, STRATEGY

2022

#### NP Digital

- Created monthly paid media strategies for 3 enterprise clients with 250k ad spend, including social media channels, vendor partnerships, ad placements, programmatic, display & CTV buying, and keywords. Researched competitor insights, audience targeting, inventory placements, and forecasted results.
- Optimized paid media budgets continually to drive efficiency in clients' key metrics of CPC, CPM, delivery, reach, frequency, brand awareness, revenue, and leads. Delivered increased results by adjusting bidding and placement strategies, refining audiences and ads, and identifying timely opportunities to scale budget and results. Exceeded cost efficiencies for clients by 18% and audience volume by 29%
- Utilized project management software, excel sheets, and other documentation to facilitate needed projects and action items with internal and external stakeholders to ensure project scope management, budget compliance, timeliness, and quality of deliverables, resulting in a 20% reduction in project turnaround time and a 15% increase in client satisfaction scores in first 3 months
- Reason for Leaving: restructuring

## COMMUNICATIONS COORDINATOR

2021 - 2022

### Cristo Rey Network

- Proactively engaged with 21 clients in SMB and mid-market sizes as the primary point of contact, nurturing long-term relationships, addressing inquiries, and offering strategic guidance throughout the strategic account's lifecycle.
- Utilized data-driven insights and market research to develop targeted marketing strategies, aligning them with client objectives, resulting in a 15% increase in anticipated campaign ROI.
- Worked closely with clients before and after campaign execution, overseeing seamless launches, coordinating proof approvals, granting necessary access, and providing ongoing support, leading to a 91% client satisfaction rate in the first 3 months. Responsible for programmatic, search, social, and video channels.
- Reason for Leaving: military move; hybrid role

## MARKETING & COMMUNICATIONS ASSISTANT

2018 - 2021

### LSU Center for Academic Success

- Assisted Marketing Coordinator in semester-long marketing campaigns to increase overall audience engagement by 31%
- Team leader of email marketing strategy, including curation, management, creative direction, and analytics. Email newsletter began in 2018 and grew to an audience of 30,000 by 2021.
- Wrote and designed physical and digital deliverables that aligned with our marketing goals for various stakeholders
- Reason for Leaving: moved cities

## EDUCATION

### OLD DOMINION UNIVERSITY

Master's in Arts - Lifespan & Digital Communication (in progress)

### LOUISIANA STATE UNIVERSITY

Bachelor's of Arts - Mass Communication & Digital Advertising (with honors)

## OTHER ROLES

### ACADEMIC RESEARCHER

Research impact of emerging media on psychology & sociology

2023 - PRESENT

### MARKETING STRATEGY CONSULTANT

Offering professional services for media and marketing strategy

2020 - PRESENT

### AUTHOR

Writer for several organizations and personal publisher of work

2018 - PRESENT

### BRAND AND CONTENT DEVELOPER

Develop brands, logos, copywrite, content, and other deliverables

2018 - PRESENT

### MEDIA PERSONALITY

Presenter and performer for film, theatre, podcasts, and other platforms

2012 - PRESENT

## REFERENCES

AVAILABLE ON LINKEDIN PROFILE AND PERSONAL WEBSITE