

# PAULA HUNT

(817) 908 7588 PAULAHUNTPR@GMAIL.COM

---

## PROFESSIONAL SYNOPSIS

Accomplished and visionary Vice President of Marketing with over two decades of diverse expertise in orchestrating triumphant marketing initiatives spanning digital, social, and AI-driven landscapes. Acknowledged for implementing pioneering strategies that propel revenue growth, bolster market expansion, and elevate brand recognition. Proficient in harnessing AI and data analytics to comprehend market trends, consumer behavior, and deliver tailor-made content, nurturing robust customer engagement and loyalty. As a proactive leader, I thrive in assembling and guiding high-performance teams, surpassing business objectives in rapidly evolving, competitive sectors. Committed to maintaining an avant-garde stance in marketing technology, continually exploring the potential of emerging tools and platforms to maximize brand impact.

## TECHNICAL FLUENCY

- Marketing and Advertising
- Project Management
- Digital Marketing
- Branding/Identity
- Integration of the AI Model
- Campaign Management
- Database Management
- Competitive Analysis
- Budgeting
- Media Relations
- Campaign Development
- SEO & SEM
- Branding
- Strategic Planning
- Website Design
- Copywriting
- Video Production
- Graphic Design
- Lead Nurturing
- Press Releases
- Subscription-Based Model
- HIPPA compliance
- Adobe Creative Cloud
- Google Analytics
- Shopify
- Sprout Social
- Amazon Seller Central
- Pinterest
- Instagram
- Facebook
- SEMrush
- NetSuite
- Influencer Management
- Salesforce
- Hubspot
- MailChimp

## WORK HISTORY

JULY 2023-CURRENT

**Senior Vice President of Marketing** | Total Point Healthcare | Dallas,

TX

- Currently, directs overall marketing strategies, brand positioning, and promotional activities across the Total Point Healthcare, ER, and Urgent Care divisions.
- Leads and manages a multidisciplinary team encompassing Marketing Liaisons, New Business Development Managers, Call Center Operations, Patient Advocacy, Wellness Membership Sales, and Event Planning departments.
- Develops and executes marketing plans tailored to each division, ensuring alignment with corporate objectives and driving growth.
- Spearheads the successful launch of new locations, overseeing pre-launch marketing strategies, on-site event planning, and post-opening promotional activities.
- Collaborates cross-functionally with executive leadership to define marketing budgets, set KPIs, and evaluate marketing campaign performance to optimize results and ROI.
- Implements innovative strategies for member acquisition and retention, leading to a 54% increase in membership sales and sustained growth.

NOVEMBER 2021-JULY 2023

**Vice President of Marketing** | Exceptional Healthcare | Dallas, TX

- Orchestrated a holistic marketing strategy for Exceptional ERs and Urgent Care facilities, enhancing brand recognition and increasing patient footfall.
- Successfully steered the marketing and branding initiatives before and during the sale of Exceptional ERs and Urgent Care, ensuring a seamless transition and maintaining patient trust.
- Continued to lead the marketing and branding efforts for Community Hospitals post-sale, driving an increase in patient acquisition.
- Leveraged advanced AI and data analytics to track and understand patient behavior and market trends, allowing personalized content delivery and more effective marketing campaigns.
- Developed and implemented digital and social media strategies that significantly increased online patient engagement and broadened the reach of marketing campaigns.
- Organized and executed groundbreaking and grand opening events for Community Hospitals, significantly boosting brand

visibility and establishing a strong local presence.

- Designed comprehensive press kits for these events, effectively communicating our vision and offerings to the media and public, resulting in significant TV, radio, and newspaper coverage.
- Coordinated successful ribbon-cutting ceremonies involving key community leaders and stakeholders, further solidifying our positive community relationships and brand reputation.
- Crafted effective marketing campaigns for these events across multiple channels (TV, streaming, print, and digital), ensuring widespread awareness and high attendance.
- Led post-event analyses to evaluate the success and ROI of each event, using the insights gained to improve our event strategies and execution continuously.
- Managed and fostered relationships with community liaisons, harnessing their local knowledge and networks to bolster our brand's reputation and reach within the community.
- Designed and executed community-based campaigns that effectively resonated with local needs and concerns, significantly increasing patient inflow to our facilities.
- Collaborated with community organizations and leaders to align our services with local health needs and increase the perceived value of our hospitals.
- Utilized data analytics to assess campaign effectiveness and adjust strategies as necessary.
- Developed and implemented comprehensive marketing strategies, significantly boosting patient engagement and brand visibility.
- Managed patient review processes and utilized feedback to improve healthcare service quality, increasing patient satisfaction.
- Coordinated various community activities and social media initiatives to enhance brand image and strengthen relationships with local communities and organizations.
- Fostered relationships with community liaisons, aligning healthcare services with community needs and resulting in an increase in patient acquisition.
- Held responsibility for Profit & Loss (P&L) management, implementing cost-saving strategies and budget controls that improved net profits.
- Effectively drove high Return on Investment (ROI) through strategic marketing campaigns and budget allocation.

NOVEMBER 2019-NOVEMBER 2021

**Senior Director of Marketing** | Lucid, Lucid Hearing, Etymotic, America Hears | Dallas, TX

- Lucid Hearing, Lucid Audio, Etymotic and America Hears – Fort Worth, Texas Practice leader over customer sales experience that includes e-commerce and call centers for all brands.
- Consumer and digital initiatives that drive the vision, strategy and overall long-term digital roadmap to deliver the Lucid brand's strategic and financial goals.
- Delivering an omni-channel sales experience by partnering Marketing with, Ops, IT, and other key departments.
- Own key engagement, loyalty, sales and traffic across all brands/channels.
- Leads call center with eight FTE's – running at a 95% service level.
- Successfully established partnerships with the Jonas Brothers, Florida Georgia Line, Darius Rucker, Shop HQ and QVC by leveraging great reviews and increased brand reputation.
- Increased sales 30% in 12 months.
- Collaborated with internal sales team to pursue key prospects via search engines, social media and other online forums.
- Developed strategic online and offline partnerships to support fulfillment and direct sales programs.

NOVEMBER 2018-NOVEMBER 2019

**Digital Senior Marketing Manager** | Lucid Hearing, Lucid, America Hears, Etymotic | Dallas, TX

- Saved over \$869,000. in 11 months by establishing criteria for third-party contractors to ensure consistency of messaging and metrics, which led to building out an in-house agency.
- Increased brand awareness through digital marketing efforts which included social media, marketing automation, press releases, blogs and trade shows.
- Built and designed new websites for Lucid Audio, Lucid Hearing and America Hears and in initial stages for a new site for Etymotic.
- Led customer acquisition campaigns through display, social, email, mobile, SEM, and affiliate channels.
- Instituted new platforms across the brands that allowed us to create a single database to cross market.
- Built out our analytics platform with our development and engineering teams so that we could be consistent across each brand – from hearing aid applications, medical device updates

and videos.

APRIL 2014-OCTOBER 2018

**Director of Marketing & Partnerships** | RTi Global Inc. and Resin Technology Futures Group | Fort Worth, TX

- Increased SEO visibility by 73% by optimizing the content, adding case studies, high-quality backlinks and constantly researching what our clients were looking for by analyzing contact information and analytics.
- Daily duties: website design & maintenance, marketing, collateral development, technical writing and editing, trade shows and direct mailing, PowerPoint presentations, graphic design, press releases, brochures, SEO, webinars, executive forum planning, continuing education seminars, videos, international marketing, total re-brand, technical weekly drivers, CRM, email blasts, forecasting, contracts, and new business development.

JANUARY 2013-MARCH 2014

**Media & Public Relations Director** | Pate Brain Rehabilitation Centers | Dallas, TX

- Pate Brain Injury Rehabilitation Centers — Dallas, Fort Worth, and Anna, TX Web design, analysis and content.
- SEO strategy, technical writing and editing, social media postings and analysis, community liaison to charitable organizations.
- Trade show booth management and collateral design.
- Video and photography, press releases, webinars and technical liaison presentations.
- HIPPA compliance training for social media and led presentations and training for staff.

MARCH 2011-JANUARY 2013

**Marketing Director** | Purple Giraffe/Whitson Wells/iBEANi | Dallas, TX

- National accounts included Genesco, Kohl's, Best Buy, Lowe's, GameStop, Sonic and the National Football League.
- Social media, internet services, E-commerce, graphic design and layout, tradeshow booth management and public relations that included having the iBEANi selected as Kathie Lee & Hoda's Favorite Electronic Device.

JANUARY 2003-MARCH 2011

**Marketing Manager** | HLS | Fort Worth, TX

- Marketing and internet services, customer retention reports, new business development and direct mail.
- Community alliance support.
- Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets and developing protocol.

## **EDUCATION**

**Bachelor of Arts:** Advertising & Public Relations

Texas Christian University, Fort Worth, TX

GPA: 3.6