



CONTACT

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ABOUT

Outside-the-box thinker with proven track record as a strategic marketing and creative lead, who thrives when wearing many hats in fast-paced hybrid roles. A versatile professional, Amanda excels in collaborative environments and is driven by producing state-of-the-art solutions and delivering high-quality results.

EDUCATION

MASTER OF ARTS

Design Management (UX/UI/Product Development)
Savannah College of Art + Design
Honors Fellowship, GPA: 3.8

BACHELOR OF FINE ARTS

Graphic Design Major, Business Admin. Minor
University of North Carolina at Greensboro
Cum Laude, GPA: 3.7

ASSOCIATE OF ARTS

Visual Communication, Design
Wake Technical Community College
Dean's List, GPA: 3.6

EXPERTISE

- Agile PM Methods
- Analytical Reporting
- Advertising/PR/Media
- Branding/Identity
- Budget Management
- Content/Digital/Direct/Email/Social Marketing
- Creative Strategy
- Cross-Team Collaboration
- Entrepreneurial Consulting
- Events, Conferences and Tradeshows
- Graphic Design
- Leadership/Management
- Marketing Strategy
- Project Management
- UX/UI/Visual Design
- Videography/Motion

2008–Current

INDEPENDENT FREELANCER

SR. MARKETING MANAGER + SR. DESIGNER

Clients: Time Inc., Cooking Light Magazine, American Greetings, Bluezoom, Cosential, National Financial Partners, Acute Financial, Austin Chamber, Hahn Public, Planview, and more

- Strategically plans, executes and runs 360 campaigns for product launches, events, promos, awareness, and lead gen activities across multimedia channels
- Art directs and styles photo/video shoots, hires talent, hair and makeup artists, creates and manages shoot schedules and directs day-of-shoot operations
- Analyzes competition, products/software to pinpoint trends and opportunities for optimization and growth
- Designs and writes copy for advertising, print, and digital campaigns; including direct, email, web, social media, radio, TV, PR, etc.

2020–2022

MARKETING + CREATIVE MANAGER

National Western Life Insurance

- Led development and refinement of brand's image, tone, positioning, messages, and creative designs
- Brand planning, including development of marketing mix and strategies for segmented audiences across all channels to increase brand-interaction and drive sales
- Directed go-to-market planning and execution of campaign components in collaboration with creative team, project owners, and lines of business
- Developed weekly/monthly/annual brand email/marketing/messaging strategies and monitored performance to make necessary updates and improvements to enhance user experience
- Assessed infrastructure needs and implement best practices to scale creative development, workflow and project volume, fostering growth of staff and culture

2018–2020

MARKETING, ADVERTISING, + CREATIVE MANAGER

Austin Community College District

- Collaborated with marketing leadership and creative team to establish unified brand standards, tone/voice/positioning, and style guide for the college
- Analyzed market trends, consumer needs and competitive landscape, tested and tracked campaign performance to maximize KPIs
- Conceptualized campaign visions, inspired team to use design thinking methods to produce outside-the-box graphics, copy, content, social media, and other marketing tactics
- Developed creative briefs based on ideation/brainstorming and marketing plans that provided direction, schedules, and expected deliverables
- Obtained stakeholders' approvals by presenting layouts, videos and campaigns, encouraging open feedback, and responding to internal commentary and requests to ensure expectations were met

MID-SENIOR LEVEL EXPERIENCE

SPECIALIZATIONS

VISUAL/GRAPHIC DESIGN



PROJECT MANAGEMENT



MARKETING MANAGEMENT



CREATIVE MANAGEMENT



USER EXPERIENCE DESIGN



TECHNICAL

Adobe Creative Cloud, AdWords, Asana, Basecamp, Constant Contact, Get Response, Google Analytics, HootSuite, HTML, HubSpot, Jira, MailChimp, Marketo, Microsoft/Mac OS, Pardot, SAAS, Salesforce, SEO/SEM, Sketch, SproutSocial, Trello, WordPress, Wrike, Ziflow, Zoho

AWARDS

-  Nationals Gold Homebuilding Marketing Innovation Award
-  Paragon National Gold, Silver, and Bronze Marketing Awards
-  Selected as American Greetings Fellow for Taylor Swift Line

VOLUNTEER

March of Dimes, Salvation Army, Austin Pets Alive, Young Musicians Foundation

ORGANIZATIONS

The Association for Women in Communications, Young Women's Alliance, American Marketing Association

MARKETING + CREATIVE MANAGER Brookfield Residential Properties

2015-2016

- Oversaw marketing operations and art direction throughout branding product lines, provided direction on daily basis to junior managers and creative talent on their strategic planning, design and writing works
- Led development, execution and roll out of go-to-market multimedia marketing/advertising campaigns, managed a \$4M budget and reported results on KPIs
- Planned and developed state-of-the-art sales centers with forward thinking customer journeys, featuring gamification and cutting-edge user experiences on interactive platforms, touch screens and virtual reality

MARKETING MANAGER + DESIGNER Keller Williams Realty International

2013-2015

- Championed rebranding of coaching division, including: positioning, identity, branding and messaging for over 10 products and events. Rewrote and redesigned all products: collateral, signage, merchandise, tradeshow booth, websites, emails, videos, mobile app., social media, etc.
- Strategized marketing plans, creative briefs, organized and disseminated content, tracked deadlines and troubleshoot for strategic management of numerous projects produced by interdepartmental teams on daily basis
- Defined drip campaigns and editorial calendars: designed emails, composed copy, coded HTML, tested and sent to segmented audiences of more than 150K using HubSpot

MARKETING MANAGER + DESIGNER Nielsen Bainbridge Group

2012-2013

- Led repositioning and integration of 5 brands into unified identity, relaunched online presence with a new website featuring a customer journey and eCommerce
- Redesigned tradeshow booth to reflect new identity, managed team of designers throughout conceptual, development and build phases, to display set up at nationwide events
- Grew creative resources by hiring and directing contractors, managed a budget of \$2M, delegated responsibilities to teams using Basecamp, SOWs and creative briefs

MARKETING COMMUNICATIONS MANAGER SCAD - The University for Creative Careers

2009-2012

- Directed marketing operations, providing superior client service to 10 business units, managing a budget of \$1M, and promoting the university's most profitable programs
- Drove coordination of multimedia content, which involved designing, testing and sending assets using CMS systems. Including: emails, websites, social, print, PR, videos, etc.
- Led interdisciplinary teams to execute marketing and accreditation initiatives that propelled institutional growth into international markets, including: Honk Kong, France and eLearning campuses