

## HILLARY ZODY

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### OVERVIEW

Experience includes 16+ years of full service integrated marketing, production and public relations work, allowing for a complete understanding of all agency departmental functions i.e. connection of all departmental dots to ensure a unified and efficient workflow. I have a strong and complete background in all MARCOM areas, exceptionally strong in strategic planning, account/project management, print production as well as photo/video creative and production. The phrase “this can’t be done” is not in my vocabulary; my attitude is “creative problem solving always gets it done”

### INDUSTRIES

Retail, Fast Casual & Quick Serve Restaurants (QSR), Education, Publishing, Consumer Packaged Goods (CPG), Automotive, Telecommunications, Building & Construction Products, Financial Services, Home Products, Hospitality, Legal, Luxury Products, Luxury Resort & Spa, Real Estate, Services (architectural, healthcare, interior design, buying groups), Travel, Tourism

### TARGET AUDIENCE

Business to Consumer, Business to Business, Business to Trade

### CLIENT SAMPLING

Air Jamaica Airlines, Air Jamaica Vacations, AT&T Mobility, Atlas Roofing Corporation, Beaches Resorts, C2 Education, Chase Financial, Crescent Heights, Hansa-KWC America, Hot Topic, Jamaica Airport Authority, Krystal Burger, Mohawk Industries, Mr. Steam, Philips Lighting Company, RIU Resorts, Roney Palace, PT360 Atlanta, Sandals Resorts, SE Toyota, Sony Music Group, Starbucks, The Home Depot, Torrid, World of Coca-Cola

### EXPERIENCE & SKILLS

**Marketing:** Strategic Plan Creation and Execution, Issuance of Quotations, Go-to-Market Development and Execution, Branding, Budgeting, Cause Marketing, Communications, Competitive Analysis, Co-Op Programs, Loyalty Programs, ROI Analysis, Client Relationship Management (CRM)

**Public Relations:** Strategic Plan Creation and Execution, Issuance of Quotations, Media Relations, Press Release Creation, Social Media Management, Charity/Community Outreach Programs, Event Planning, Trade Show Planning and Representation, Client Relationship Management (CRM)

**Advertising:** Media Planning and Buying, Ad Campaigns\* – print, broadcast and digital, Collateral\*, Copywriting, Direct Mail\*, Environmental\* (POP, POS, Navigation), Packaging\*, Production, Plan-o-Gram (POG) Development, Traffic Management

*\*development and project management*

## EXPERIENCE (continued):

**Print Production & Fulfillment:** Buying and Issuance of Quotations, Press Checks, Campaign Management, Logistics Planning

**Digital:** Website Development\*, Digital & Social Media Ad Campaigns\*, Content & SEO Development, Email Marketing Campaigns\*, Search Engine Marketing, Social Media Management

*\*development and project management*

**Photography & Video:** Art Direction, Scrip Creation, Story Board Creation, Editing, Production Management

**Business Development:** Completion of RFP's, Presentations & Pitches, Promotional Strategic Planning, Promotional Campaigns, Prospect Identification

**Management:** Screening and Hiring of Marketing, Creative and Production Personnel, Training and Supervision of Account, Traffic and Administrative Staff. Supervision of staff from 2 to 20 personnel.

**Operations:** Development, Implementation and Oversight of Departmental Process and Operating Procedures, Quality Control Procedures, Procurement and Vendor Best Practices

## EMPLOYMENT HISTORY

**Henderson Shapiro Peck**, Account Director - 2014 to present

**Wintergreen Corporation**, Marketing Director - 2012 to 2014

**Archway Marketing** (formerly Synq Solutions), Account Manager and Print Buyer - 2010 to 2012

**X3 Creative**, Project Director - 2009 to 2010

**Kleber & Associates**, Account and Operations Director -2006 to 2009

**Hunter Hamersmith**, Account and Operations Manager - 1994 to 2005

## EDUCATION

**Montgomery College**, Associates Degree Business Administration - Rockville, MD