

James Hills

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PROFESSIONAL PROFILE AND QUALIFICATIONS:

Dynamic, results-driven, digital marketing leader dedicated to achieving exceptional business results while maintaining a focus on delivering superior customer experiences. Adept at developing integrated digital marketing strategies and managing complex projects in a fast-paced environment, while exceeding goals. Key areas of expertise include:

- Integrated Digital Marketing Strategy
 - Use of Analytics to Improve Marketing Performance
 - Creating & Growing Online Advocate Communities
 - Experience Integrating SEO, SEM, PR, Social Media, Display, Email, & Events into Comprehensive Marketing Campaigns
 - Hands-On Social Media Community Engagement
 - Developing & Managing Teams
 - Experience leading International and Remote Teams
 - Campaign & Project Management
 - Agency Management and Contract Negotiation
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AWARDS AND ACCOMPLISHMENTS:

- 2017 Men's Travel Survey campaign resulted in media coverage in leading trade media as well as consumer publications including Wall Street Journal, New York Post, MarketWatch and local/regional TV and Radio.
- Cited by Inc. Magazine in 2014 for "How to Use Social Media During a Crisis" for work on ProFlowers
- PRSA Edward L. Bernays Mark of Excellence Award for #AintMomGrand Mothers Day Event
- Featured as an industry expert by iBlog Magazine in 2014 for experience working with Bloggers and Influencers
- Article accepted for publishing in 2014 PR News Content Marketing Guidebook
- 2010 National Gold MAC Award for Boys & Girls Club of Elgin website and Internet Marketing Strategy
- Social Media Campaign supporting Sears Auto Center exceeded revenue goal of \$1 MM revenue in February, 2012
- Black Friday 2010 social campaign for Appliances, resulted in Sears being #4 most talked about retailer on Twitter
- 2008 Elgin Chamber Small Business of the Year Award for leadership of mhn PR & Internet Marketing
- Public Relations efforts have resulted in client coverage in leading media including: Wall Street Journal, Financial Times, Washington Post, Chicago Tribune, CNBC, Playboy, WGN Chicago, WJR Detroit and others

PROFESSIONAL EXPERIENCE:

***Flow Media Marketing – ManTripping.com, MenWhoBlog.com, CruiseWestCoast.com:
Director of Content and Influencer Marketing, April 2014 - Current***

Leading influencer relations strategy for travel, leisure, and luxury clients in the United States and Internationally, including managing blogger campaigns, social media consulting, and content marketing strategy.

SEO, Content and Influencer Marketing

- Executed "Virtual Tastings" strategy bringing influencers together to support independent wineries, breweries, and distilleries resulting in 20+ streaming shows and more than 25,000 views since March 2020.
- Launched transformation strategy for MenWhoBlog.com to transition website from an agency page to a content portal for male bloggers and influencers, resulted in 400% increase in traffic and moving "Male Lifestyle Bloggers" keyword phrase to the top Google search result as well as other key objectives.

- Managed “Blogger Mancation” fam trip campaigns connecting male influencers with hospitality and tourism brands including: MGM Resorts, Carnival Cruise Line, Grand Rapids Michigan, Punta Gorda Florida, and Mazda.

***Provide Commerce - ProFlowers, Shari's Berries, RedEnvelope, Personal Creations:
Director of Social & Content Marketing, June 2013 - July 2014***

Integrated Social Media Marketing into a traditionally Direct Response focused organization, by establishing team, hiring staff, training creative teams, developing budgets, identified social KPIs, led RFPs for agencies & tools, and served as the internal champion for social media's benefits to the business including organizing monthly company-wide roundtables.

Social Media Marketing

- Led crisis response strategy for ProFlowers social media during Valentine's Day 2014 including sentiment analysis and customer communications efforts; 25,000 inbound customer social messages in 48 hours.
- Led transformation of content publishing strategy including production, measurement, and engagement processes.
- Content Marketing and Google+ strategy resulted in exponential organic growth from 500 followers to 10,000+ people within our target demographics.

***Sears Holdings Corporation:
Social Media Marketing Manager, July 2010 - February 2013***

Managed Sears, Kmart, and Shop Your Way social marketing campaigns, while leading cross functional teams of Online Marketing Managers, Senior Leadership, and Agencies. Developed and executed social marketing strategies designed to achieve revenue, customer insight, customer service, and channel growth goals.

Social Media Marketing

- Led social marketing campaigns for Sears and Kmart. Tactics included social messaging and digital media planning as well as integration with non-social marketing channels: email, display, broadcast TV / Radio, and advertising on sears.com and kmart.com.
- Established enterprise-wide blogger and social influencer strategy to support marketing objectives including: ecommerce, awareness & consideration, SEO, affiliates, shopper marketing, and legal compliance.
- Led marketing programs with brands including: Disney, WWE, Burger King, Mattel, Nintendo, and Serta.

***mhn PR & Internet Marketing:
Marketing Director, Sept. 2005 – July 2010***

Planned, managed, and executed integrated marketing communications efforts for specialty Internet retailers, mobile apps, restaurants, hotels, manufacturers, and other mid-sized organizations. Additionally managed sales activities, and led a team of associates and agency partners.

Digital Marketing Communications and Strategy

- Managed public relations and social media strategy for clients including non-profit organizations, manufacturers, hospitality, hotels, travel destinations, software developers, and international businesses.
- Designed Integrated Marketing Strategies for clients, including: specialty Internet retailers with niches including: Christmas decorations, home recreation, commercial food service equipment, and gourmet foods.
- Built and managed ecommerce websites and marketing strategy to support sales objectives, including SEO, SEM, Direct Mail, and Retail / Sales staff training to support customer adoption and awareness of capabilities.

***TLC Industries:
Marketing Director, July 2004 – Sept. 2005***

Directed marketing and public relations activities for software developer and gaming hardware manufacturer, supporting distributors, retail partners, and customer direct marketing.

Washington Post.Newsweek Interactive:
Assistant Producer, March 2002 – June 2004

Reported on local community events and developed content for online events portal on washingtonpost.com. Additionally, assisted with weekly online chat, "Going out Gurus", engaging with the paper's online audience.

SOFTWARE AND TOOLS FAMILIARITY:

- Analytics and Social Media Management: Radian 6, Tra.cx, Omniture, Google Analytics, Curalate, Piquora, Sprinklr, Spredfast, Hootsuite, Nimble, GroupHigh, Social Engage
- Social Networks: Facebook, Twitter, Instagram, Pinterest, FourSquare, YouTube, Google+, Tumblr, Quora, LinkedIn, Reddit, Digg, Flickr
- Business & Creative Software: Microsoft Word, PowerPoint, Excel, PhotoShop, DreamWeaver

MEMBERSHIPS AND ASSOCIATIONS:

- Social Media Week Chicago Advisory Board, 2012
- Member Boys & Girls Club of Elgin's Marketing Committee, 2007-2011
- Member of Elgin Area Chamber's Ambassador and Membership Committees, 2005-2011
- Social Media Chair and member of City of Elgin's Enhancing Elgin Marketing Committee, 2008-2011

PERSONAL MEDIA EXPERIENCE:

- Featured by multiple podcast and streaming video shows about travel, hospitality, and influencer marketing topics since 2014.
- Spoke at San Diego Travel Fest 2014 about how Influencers Can be Noticed by Brands.
- Featured as a Lifestyle, Travel, and Leisure expert in leading media, including: Wall Street Journal, New York Times, WJR radio (Detroit), Cosmopolitan, and leading travel industry publications.
- Featured as an expert in working with bloggers and social influencers; May 2014 by iBlog Magazine.
- Featured as a Technology Expert; 1999 by Linux Magazine, and IT World.
- Consulted as a Travel and Leisure Industry expert with producers at national media outlets, including: ABC's 20/20 and Fox News's Huckabee.

EDUCATION:

University of North Carolina at Wilmington: **History Major**
June 1999 - May 2001 (*Bachelor of Arts in History, 3.14 GPA*)

Pennsylvania State University: **Journalism and Media Studies**
June 1995 - May 1998 (Attended)