

# James Hills

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Endorsements: <http://aboutjameshills.com/endorsements.html>



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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.
- Developing & Managing Teams
- Online Brand Building
- Campaign & Project Management
- Agency Management and Contract Negotiation

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## **AWARDS AND ACCOMPLISHMENTS:**

- 2010 National Gold MAC Award for Boys & Girls Club of Elgin website and Internet Marketing Strategy
- 2008 Elgin Chamber Small Business of the Year Award for leadership of mhn PR & Internet Marketing
- Social Media Campaign supporting Sears Auto Center exceeded revenue goal of \$1 MM revenue in February, 2012
- Blogger Community Impressions goal completed by end of Q1, exceeded annual goal by 600% by end of 2012
- Black Friday 2010 social campaign for Appliances, resulted in Sears being #4 most talked about retailer on Twitter
- 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:**

### ***Provide Commerce:***

***Sr. Manager of Social & Content Marketing***, June 2013 - Current

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 Highlights**

- 15x increase in units sold through social channels for ProFlowers in the first six months.
- 5x increase in traffic driven to RedEnvelope.com from social channels in the first six months
- Grew the Facebook page for Personal Creations from 20k to 110k+ through a mixture of integrated campaigns and targeted FB ads leveraging customer profiles.
- Cited by Inc. as an example of "How to Use Social Media During a Crisis" regarding Valentine's Day crisis response due to Winter Storm PAX.

### ***Sears Holdings Corporation:***

***Social Media Marketing Manager***, June 2011 - 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, to develop and execute social marketing strategies designed to achieve revenue, customer insight, customer service, and channel growth goals.

### **Social Media Marketing Highlights**

- Led social marketing campaigns for Sears, Kmart, and ShopYourWay.com (loyalty marketing and social shopping platform). This 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.
- Managed CRM and weekly email marketing campaigns to bloggers and social influencers promoting deals, coupons, sweepstakes / contests, and other opportunities to engage with our brands.
- Managed a ~\$3 MM budget, including weekly budget reporting with internal team members, corporate finance, and senior leadership that includes forecasts, accruals, and invoice payments status.
- Led marketing programs with brands including: Disney, WWE, Burger King, Mattel, Nintendo, and Serta.
- Led social marketing strategies targeting Hispanic, Spanish speaking, and African American customers.

### ***Sears Holdings Corporation:***

***Social Media Channel Manager, Appliances, July 2010 – June 2011***

Developed social strategies for retail customer engagement and managed social media channels for Sears Appliances, while providing tactical support for marketing programs designed to maximize social engagement opportunities.

### **Social Media Channel Management**

- Coordinated editorial calendar and moderation of Facebook, Twitter, YouTube, and Blogger Relations efforts, including promotional messaging, customer service issues, pre-sales questions, and general engagement to increase customer consideration and drive urgency.
- Maintained editorial calendars and managed social marketing support for merchant, vendors, and marketing goals.
- Grew twitter following by 120% and Facebook by more than 400% by developing a strategy that attracted incremental vendor support to drive business objectives.

### **Social Media Marketing**

- Managed "Talking Dirty about Laundry" Twitter Party with Whirlpool, resulted in 14.8 million impressions.
- Completed 5 Facebook apps, including "12 Days of Appliances" which exceeded all benchmarks, including our fan growth goal of 10k additional fans, ultimately achieving +25,000 fans with only a \$6,000 Facebook ad buy.
- Black Friday Twitter Sweepstakes resulted in a reach of more than 8MM and the campaign was cited in a national report as a contributing factor to Sears being the #4 most talked about retailer on Black Friday 2010.

### ***mhn PR & Internet Marketing:***

***Marketing Director, Sept. 2005 – July 2010***

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

### **Public Relations**

- Managed public relations strategy for clients including non-profit organizations, manufacturers, hospitality, hotels, travel destinations, software developers, and international businesses.
- Developed strategies for integrating Social and Public Relations marketing tactics.
- Created editorial content strategy and engaged with reporters, resulting in features appearing media including the Chicago Tribune, CNBC, WGN TV, HGTV, NBC, Playboy, Red Book, and local media.

### **Digital Marketing Strategy**

- 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.
- Developed online communities to enhance customer relationship marketing and lead generation objectives.

***TLC Industries:***

***Marketing Director***, Aug. 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 – May 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, Sprinklr, Hootsuite, Nimble, Social Engage
- Social Networks: Facebook, Twitter, Instagram, Pinterest, FourSquare, YouTube, Google+, Tumblr, Quora, LinkedIn, Reddit, Digg, Flickr
- Business Software: Microsoft Word, PowerPoint, Excel

**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 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 a Technology Expert 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)