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# MICHELLE HILLMAN

## *Marketing and Communications Professional*

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585.610.2022

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| mahillman.com

| @hillm110

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Hello! I love marketing and telling the stories of people and what they do. Collaboration is important to me, and I bring knowledge and experience in public relations, strategic planning, website, branding, social media, and both digital and print collateral to the table. Add in an enthusiasm and passion for helping others, and we have the elements for success.

### SKILLS

#### Professional

Branding

CMS/CSS/HTML

Creative Strategy

Editing

Event Planning

Journalism

Marketing

Newsletters

Public Relations

Social Media

Strategic Planning

Writing

#### Knowledge

Content Marketing

Marketing Research

Organizational Behavior

Responsive Design

SEO/SEM

Social Media Analytics

### EDUCATION

#### **MASTER OF ARTS** | 2014

Integrated Marketing Communications  
St. Bonaventure University

#### **BACHELOR OF ARTS** | 2008

English  
Houghton College

### EXPERIENCE

#### **MARKETING AND COMMUNICATIONS CONSULTANT**

*M.A. Hillman Consulting Services | April 2014 – present*

In addition to a full-time job, I maintain this active marketing communications business, with clients of multiple sizes, scopes, and industries. Prior to 2014, I freelanced under my own name.

- Multi-channel copywriting, editing, and marcomm services
- Website and e-newsletter creation and maintenance
- Print, website, and social media integration, with some graphic design
- Strategic planning collaboration

#### **ADMINISTRATIVE OPERATIONS COORDINATOR AND ASSISTANT TO THE DEAN AND DIRECTOR**

*Greatbatch School of Music, Houghton College | Oct. 2012 – present*

In a position that “does it all,” I manage much of the GSOM’s marketing efforts, including the official social media channels and website, in addition to running the daily logistics.

- Provide advertising, design, and marketing messaging feedback and collaborate on printed materials
  - Serve as project manager for major Artist Series event communication, including print and digital efforts
  - Maintain GSOM website, including in-progress overhaul and restructuring (via traffic analysis and strategy)
  - Manage operations for office serving 100 undergraduates, 20 graduates, and 20-30 faculty members
  - Supervise 3-6 student workers
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## EXPERIENCE (CONT)

### COMMUNICATIONS SPECIALIST (INTERIM)

*Alfred State College | April – July 2012*

Brought in by the senior director of marketing and communications for this pivotal role, I focused on marketing communications for the entire college, developing positive relationships with key individuals across two campuses.

- Intensively authored and revised material for digital and print media
- Provided marketing messaging, graphic design, and advertising feedback
- Strategized with director on official marketing communications plan
- Collaborated with website/social media manager to ensure consistent messaging
- Led the development, authorship, and editing of key college pieces, including conference brochures, press releases, magazine articles, and other projects

### OFFICE COORDINATOR FOR ALUMNI RELATIONS, MARKETING AND COMMUNICATIONS

*Houghton College | Aug. 2008 – Feb. 2012*

Assistant to the Executive Director of Alumni Relations

Began as assistant to the Executive Director of Alumni Relations and was promoted to working with the Marketing and Communications department as well.

- Managed multiple marketing communications responsibilities, included editing/proofreading, authorship of print and digital content, and feedback on messaging, graphic design, and advertising
- Public relations functions included strategic planning, and authorship/dissemination of general news, achievement, and special interest stories
- Organized 3-4 annual alumni events ranging from 20 to over 100 attendees, in addition to on-campus events for 100-200 alumni
- Coordinated communication for second-largest financial gift in college history with turnaround of less than three hours
- Configured and maintained online alumni community alongside database coordinator
- Served as a point of contact for over 20,000 alumni

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## PROGRAM SKILLS

