

MONICA HILLISON

Monicah79@vt.edu

PROFESSIONAL EXPERIENCE

Virginia Tech, Blacksburg, Virginia

Assistant Professor of Practice, Department of Marketing, Pamplin College of Business, August 2019 – Present

- Serve as Director of Digital Marketing Strategy for the Department of Marketing, develop curriculum for digital marketing strategy minor and concentration.
- Instructor for MKTG 4554, The Buyer Seller Relationship - Fall 2019 to Fall 2020, Instruct and lecture to two sections of 60 students.
- Instructor for MKTG 3164, Introduction to Digital Marketing Strategy - Spring 2020 to present. Instruct and lecture to two sections of 50-60 students.
- Instructor for MKTG 4164, Social Media and Content Marketing - Spring 2021 to Spring 2023, Instruct and lecture to one section of 40 students.
- Instructor for MKTG 4404, Field Practicum in Digital Marketing - Fall 2020 to present.
- Serve as Secretary on the Virginia Tech Sales Advisory Board - Fall 2019 to Fall 2023..
- Faculty coach for the Virginia Tech Professional Sales Competition Team - Fall 2019 to Spring 2022.
- Responsible for executing annual Sales Industry Day professional sales job fair attracting an average of 250 students each year.
- Responsible for planning annual professional sales panel speaker event focusing on promoting diversity in the industry.
- Serve as faculty advisor to the Virginia Tech American Marketing Association student organization with an average of 60 student members each year.
- Serve on the Pamplin Undergraduate Awards Committee identifying candidates and awarding scholarships.
- Chair the Department of Marketing Undergraduate Awards Committee identifying candidates and awarding scholarships.

Venveo, Blacksburg, Virginia – *A full-service digital marketing agency specializing in clients within the architecture, design, building materials, construction and banking spaces.*

Account Digital Strategist, October 2017 – August 2018

- Responsible for the strategic execution of digital marketing plans for a portfolio of clients totaling more than \$1 million in revenue.
- Collaborated with key team members to successfully develop an integrated scope of digital marketing work to support the sales and revenue goals for both clients and the organization.
- Executed digital and field marketing programs that support new business growth including email nurture programs, marketing automation campaigns, website development, influencer marketing campaigns, social media marketing campaigns, and landing pages creation.
- Guided clients through comprehensive website creation including elements in branding, design, content creation, e-commerce capabilities, user experience optimization, marketing automation integration and SEO development.
- Responsible for establishing and optimizing clients' email marketing strategies by performing A/B testing, analyzing results, and using findings to develop nurture campaigns that guide target audiences through the buyer journey.
- Analyzed internal and external tracking to optimize marketing mix and deployment of marketing activities.
- Delivered consistent and regular post-campaign analysis, reporting, and recommendations to both sales and company stakeholders.

El Cid Resorts, Mazatlan, Mexico (Remote from Champaign, Illinois) – *An international hospitality and real estate company with luxury all-inclusive resorts and residential real estate developments throughout Mexico and Spain.*

Corporate Director of Marketing, September 2016 – September 2017

- Responsible for overseeing the strategic marketing programs for El Cid's Resorts, Vacation Ownership, and Real Estate divisions.
- Directly manage the day-to-day activities for a team of 8 marketing managers, marketing coordinators and graphic design artists.
- Manage the overall digital marketing strategies for each division including search engine optimization, search engine marketing and social media presence.
- Responsible for all aspects of team projects including meeting deadlines, time management, budgeting, campaign analysis and monitoring procedures.
- Support the sales and revenue departments regarding promotional and tactical marketing, e-Tools, and electronic media.
- Prepare and maintain annual marketing plans with measurable and specific initiatives detailed to maintain and grow each business segment within each division.

Common Ground Publishing, Champaign, Illinois – *An academic publishing company that produces and manages 24 academic peer-reviewed journals and associated presenter conferences internationally.*

Conference Portfolio Manager, December 2011 – September 2016

- Responsible for managing all marketing and logistical aspects of a portfolio of eight international yearly conferences and their corresponding professional associations. Produce annual conferences in international locations in partnership with major universities and serve as the lead in overseeing the local regional teams in the creation and coordination of all promotional and logistical activities.
- Successfully implemented a company-wide direct email marketing management system to both leverage the company's existing customer database and increase new business. Company communication to its client base rose by 65 percent within its first year of implementation.
- Implemented cross-promotional and repeat business marketing campaigns across all 24 conference communities. Repeat attendance across conference portfolios increased an average of 15 percent.
- Partnered with the University of Illinois to create a public relations internship program to launch a company-wide press release campaign initiative. Responsible for hiring, training, and overseeing three communications and PR interns each semester.
- Serve as the main communications liaison between Common Ground Publishing's US office and our sister Spanish office, Common Ground España, to coordinate marketing efforts and conference operations of our dual-language conferences.
- Work closely with hotels both domestic and international to negotiate and plan group stays and meeting activities for all portfolio conferences.

W Fort Lauderdale Hotel & Residences, Starwood Hotels and Resorts, Fort Lauderdale, Florida – *A 520-room full-service resort and condo-hotel including Stephen Starr restaurant, Bliss Spa, and Gerber Group lounge on Fort Lauderdale Beach.*

Marketing Manager, July 2007 – July 2011

- Fully accountable for effective communication and delivery of marketing and digital strategies for all hotel-owned facilities and services including Steak 954 Restaurant, Bliss Spa Fort Lauderdale, W Hotels - The Store, and hotel leisure and group travel business.
- Launched the hotel digital app for the property including including coordinating all wireframes, design boards, content creation, and photography.
- Maintained and managed all marketing assets for the hotel and outlets adhering to all brand communication

- guidelines and standards including development of website, website content, email campaigns, social media channels, e-brochures, printed brochures, visual presentations, in-room promotional pieces, and direct mailers.
- Oversaw ad agency to develop local and national ad campaigns that include visual assets such as print ads, online media, billboards and property videos for social media.
 - Oversaw both local and national public relations agencies as well as managed all public relations activities for the hotel, Steak 954, and Bliss Spa Fort Lauderdale including press interviews, media tours, FAM trips and photography shoots.
 - Created and executed, at minimum, six signature events per year designed to raise awareness, provide unique and experiential guest experiences, drive revenue for food and beverage outlets and generate maximum media impact. Aligned and partnered hotel events with notable brands such as Neiman Marcus, Ferrari, Lindt Chocolate, Air Canada, Original Penguin Menswear, Make-A-Wish Foundation, and Virgin America Airlines.
 - Negotiated and coordinated all magazine photo shoots and television and film productions at the property for both revenue and publicity-generating productions.

DYL Group, LLC, Miami, Florida – *Luxury condominium and hotel development company with large-scale high-rise projects throughout Miami and Fort Lauderdale.*

Marketing and Public Relations Manager, February 2006 – June 2007

- Responsible for developing and implementing public relations programs to establish and maintain favorable community and internal relations to enhance the image and position of the company.
- Oversaw the public relations agency of record for all company projects to assure that campaigns and media points aligned with the overall marketing strategy and corporate vision.
- Oversaw all events and event planning agencies as well as conducted research and made recommendations on available marketing opportunities (i.e. trade shows, cross promotional events, community outreach, etc.) that effectively reach the target audiences and ultimately generated sales for each project.
- Worked within and maintained marketing budgets for all company projects to ensure optimal implementation of the marketing campaign in regards to public relations activities and event management.
- Key projects included: W Fort Lauderdale Hotel & Residences, Infinity at Brickell, Infinity II Lofts at Brickell and Europa-by-the-sea.

The Apple Organization Public Relations and Marketing, North Miami Beach, Florida – *A public relations and marketing agency servicing primarily luxury real estate and hospitality clients in South Florida.*

Senior Account Executive, July 2003 – January 2006

- Served as the day-to-day contact to six clients and provided strategic counseling on marketing campaign objectives with concentrations in luxury condominiums and boutique hotels.
- Responsible for creating a comprehensive marketing and public relations campaign strategy involving aspects in media relations, event planning, crisis communication, collateral creation and community relations.
- Responsible for planning and coordinating press FAM Trips for the agency's hospitality clients.
- Key clients included: CABI Developers, Colonial Development Group/DYL Group, The Singh Company and SMK Cape Horn.
- Key projects included: Capital at Brickell, Everglades on the Bay, Parc at Turnberry, Infinity at Brickell, W Fort Lauderdale Hotel & Residences, Tranquility Bay Beach House Resort

Rbb Public Relations, Coral Gables, Florida – *A full-service public relations and marketing agency servicing national and international clients.*

Account Coordinator, August 2002 – July 2003

- Specialized in client and media relations and secured media placement in appropriate markets through the use of press releases, media alerts, client interviews and media pitching.
- Compiled statistical reports of media and campaign results to demonstrate campaign effectiveness.
- Planned and coordinated special events through the logistical organization of multiple vendors.
- Responsible for the publication of a quarterly newsletter, which was distributed to small businesses throughout the Southeast United States.
- Key clients included: United Airlines, Cap Cana Resorts, Adler Group, 3 Musketeers Candy Bar and The Florida Marlins

EDUCATION

University of Florida, Gainesville, Florida

- Master of Science in Business Management – Warrington College of Business, June 2002
- Bachelor of Science in Public Relations – College of Journalism and Communications, May 2001

ACTIVITIES/AWARDS

Award - First Place – Sales Center Innovation Competition, University Sales Center Alliance (USCA)

Board Member – Secretary – Professional Sales Board of Advisors – Virginia Tech

Member, Delta Sigma Pi, Faculty Member and Mentor – Virginia Tech

Volunteer, Ride-a-Rescue, Inc – City of Radford, VA

Member, Junior League of Champaign-Urbana, Community Marketing and Advocacy Committee, and New Member Recruitment Lead Committee Chair – Champaign County, IL

Volunteer, Project READ Literacy and Math Tutor – City of Champaign-Urbana, IL

Former Board Member, Marketing Advisory Council – City of Fort Lauderdale, FL

Former Board Member, Pet Set Organization – Broward County Humane Society, Broward County, FL

Award - Silver ADDY – Distinction for Best Singular Art Design in Marketing Materials; W Fort Lauderdale, Holiday Iconic W

Award – Best in Sound – Winterfest Boat Parade Event; W Fort Lauderdale

Award – People’s Choice – Winterfest Boat Parade Event; W Fort Lauderdale

Member, National Society of Collegiate Scholars Honors Organization

Invited Faculty Speaker – Hubspot EPP Discussion Workshops, “You Have Your Hubspot Software, Now What?” – Online

Invited Plenary Panelist – Collegiate Women in Business, “Empowered Women Empower Women” – Blacksburg, VA

SKILLS AND CERTIFICATIONS

Computer: Microsoft Office Suite, Google Suite, Google Analytics, Social Media, Craft, Expression Engine

Digital Marketing Software: HubSpot, Marketo, Sprout Social, Salesforce CRM, Email Management Systems

Certifications: Hubspot Inbound Marketing Certification, Hubspot Email Marketing Certification, Google Analytics Certifications - Beginner & Advanced