

# MARCI HILL



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## STATEMENT OF PURPOSE

I am looking for a position in marketing, graphic and web design and print production. With a background in sales, marketing, publicity and theatrical visual design, I am gifted at finding new strategies to market products and services. In addition, I have more than 10 years experience in building customer bases, creating and managing budgets, production, as well as vendor selection. A motivated self-starter, I easily adjust to new work environments and pick-up new processes quickly.

## HIGHLIGHTS OF QUALIFICATIONS

- Well-tuned ability to foresee potential problems and solve them quickly
- Motivated self-starter with exceptional attention to detail
- Most organized person you will probably meet
- 8+ years experience in graphic and web design
- Top salesperson for 1992, 1998 and 1999
- Speaker at conferences on marketing and publicity
- Expert in public relations, marketing and dealing with the media
- Experienced at arranging domestic and international travel for groups up to 20 people
- Skilled in Quark, Adobe Creative Suite (Photoshop, Illustrator, InDesign & Dreamweaver) and HTML
- Trained in Microsoft Office (Word, Excel, Access and PowerPoint)
- Experienced on PC and Mac computers
- Learn new computer applications quickly

## PROFESSIONAL EXPERIENCE

### Thomson Reuters

#### *Marketing Specialist/Graphic Designer*

**2004 to present** – Encino, CA

**Summary:** I work for Thomson Reuters in a subsidiary company, The Rutter Group, which is one of the top legal publishers in California. After working in sales for many years and collaborating closely with management on new marketing strategies, I was promoted to a position in the marketing department where I could implement my ideas to increase overall company sales and exercise more of my creative talents. My responsibilities include managing the “traffic” flow of marketing information from inception to implementation, as well as dispersing the information to our sales reps and supervising print production. I also oversee the web site design, content management, monthly e-newsletter and online ordering.

- Create all the marketing materials and update hundreds of marketing pieces on an ongoing basis:
  - Including brochures, catalogs, books covers, web graphics, stationary, business cards and logos
  - Employing major graphical programs including Quark, Adobe Creative Suite (Photoshop, Illustrator, InDesign & Dreamweaver) and HTML
- Improved our electronic media and web presence:
  - Created a system whereby the entire sales force can access all marketing materials in PDF form to email to customers the moment the information is available and before the printed materials arrive
  - Suggested the creation of an online ordering system and worked with our web vendors over the course of a year, managing the development and retooling of their software to customize the ordering system to fit our business and customer needs
  - The online ordering system now brings in more than \$300,000 a year in sales
  - Created an e-newsletter that I design and edit each month
  - Manage the subscriptions for the e-newsletter which have grown to over 5,000 subscribers
- Participate in vendor selection for print and web production and manage those ongoing partnerships
- Advise company’s marketing campaigns, product placement and pricing, including making decisions about where to place ads and determining new e-marketing strategies

### **Marketing Specialist/Graphic Designer - continued**

- Supervised a major overhaul of our corporate website, working with our web developers to restructure our information architecture, simplify navigation and update our web content
- Coordinate with the marketing departments of parent company, Thomson Reuters, for combined product campaigns with other subsidiaries
- Design tradeshow displays for major conferences such as California State Bar Convention and other local events
- Manage the seminar location and display our products at legal seminars with 50 to 200 attendees
- Organize, maintain and back-up thousands of computer and hard copy files
- Create PowerPoint slides for seminars and other presentations
- Photographer for images of company products used in marketing pieces and company ID cards

### **The Rutter Group**

#### **Account Sales Representative**

**1991 to 2005** – Encino, CA

**Summary:** I worked for 14 years as a sales representative for The Rutter Group selling law books, audio/visual materials and continuing legal education. I was the top salesperson for 1992, 1998, and 1999 out of 16 sales representatives.

- Created new contacts and accounts, developing relationships with large law firms, corporate libraries and individual attorneys, as well as maintained over 4,000 accounts
- Handled a volume of approximately \$400,000 of business per year with a mix of large and small accounts
- Managed the display and sold products at trade shows, events and legal seminars
- Trained new sales representatives on sales techniques and our SAP computer ordering system
- Wrote a company training manual for new sales representatives

### **The Road Theatre Company**

#### **Director of Marketing and Graphic Designer**

**1996 to 2006** – North Hollywood, CA

**Summary:** This innovative professional theatre company presents World and West Coast premieres of plays. While on the artistic board, I served as the marketing director, graphic designer and main producer for the company.

- As the director of marketing and graphic designer, I developed marketing strategies to “brand” the company:
  - Managed the “traffic” flow of information from inception to print and web production
  - Designed flyers, programs and all other marketing materials in print and online
  - Wrote and edited all marketing materials, web content, press releases and patron letters
  - Created the company’s website and navigation with web designer as well as an e-newsletter
  - Made all final decisions regarding ad placement and vendor selection for print and web projects
  - Created and maintained relationships with the press media including radio networks and major newspapers (Los Angeles Times, Daily Variety, L.A. Weekly, etc.)
- As the main producer for the company I managed production teams of 10 to 30 people:
  - Created and supervised production budgets and managed production calendar
  - Scheduled and directed production meetings and coordinated communication and tasks of artistic/production staff as well as ushers
- As an Artistic Board Member I co-managed a 100-member theatre company:
  - Participated in setting yearly budgets, supervised fundraising goals, and made decisions regarding company policies and management structure
  - Wrote a L.A. Cultural Affairs Dept. grant that gave the theatre a historic building rent-free for 5 years
  - Co-administered a full spectrum of arts programming from visual art to live theatre/dance performances
  - Managed the customization of new online box office system with Ovation Tix and trained box office staff

**Awards:** Over 100 awards given to the company during my tenure, including the 1999 L.A. Drama Critics Circle Award for *Sustained Excellence in Theatre* and 2003 Back Stage Award for *Excellence in Theatre*.

## **EDUCATION**

### **Bachelor of Arts – 1994**

California State University Northridge

### **Graphic Design and Computer Applications**

**(Quark, InDesign, Photoshop, Illustrator, Dreamweaver, HTML and Microsoft Office)**

Santa Monica City College

### **Photography**

Los Angeles Pierce College

## **HOBBIES & INTERESTS**

I have a passion for photography – my photographs have been in magazines, newspapers and displayed in art galleries. I enjoy screenwriting, costume design and traveling, having been to over 20 countries. I also have used my vacation time to lead humanitarian teams overseas and have served in Africa and Brazil for three summers. As team leader, I managed large budgets and handled global and domestic travel arrangements for teams of 8 to 21 people.