

HILLARY ROBINSON

CONTACT

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EDUCATION

Texas Christian University
2007 – 2011
Bachelor of Science,
Advertising and PR
Minor in Business

SKILLS

Microsoft Office Suite
Adobe Creative Suite
Google Analytics
Constant Contact
MailChimp
Harvest
Craft CMS
BOX
Dropbox
Swy.do

ADDITIONAL EXPERIENCE

Arthrocare Corporation
Andrew Harper
LatinWorks

WORK EXPERIENCE

ACCOUNT MANAGER

lookthinkmake | April 2018 - Present

- Design and execute a broad range of mandates, including brand identity and messaging campaigns, web design and development projects, production of brand collateral, strategic research and planning assignments, and digital/email/social media marketing.
- Primarily serve clients within the tourism, architecture and real estate development industries.
- Lead a team of three to seven for triage and execution of daily tasks from initial scope phase to execution and project completion for up to twelve accounts at any one time.
- Develop strategic marketing plans while managing media buying within up to \$1 million budget on behalf of clients.
- Direct and collaborate with creative, web, and PR teams to create cohesive client deliverables. Upon finalization, lead client meetings, calls, and presentations to share executive-level strategic marketing recommendations.
- Planned and executed two large-scale client events, combined hosting over 500 festival-goers. Navigated logistics such as city permitting, traffic closures and police assistance to vendor coordination, media planning and collateral production.
- Produced and executed a 3-day photoshoot across 10 locations for a tourism campaign, coordinating with property owners, photographers, models and client while accounting for weather, lighting and other factors.
- **Key Accounts:** Marble Falls CVB, The Crossvine, Goodnight Ranch, Greens Prairie Reserve, Frieden, The Henry, CG&S Design Build

BRAND CONSULTANT & PROJECT MANAGER

HHR Consulting | January 2017 - April 2018

- Managed special projects for Oldham Goodwin Group, reporting directly to Chief Executives.
- Directed the brand creation, identity and strategy of Providence Park, a 54-acre retail and business park development located in College Station, Texas.
- Initiated and facilitated the creation of the brand identity for Chef Tim Love's latest restaurant and bar concept in Fort Worth's Historic Stockyards.
- Developed the brand direction and strategy for Greens Prairie Reserve, a 900-home master planned community to be built in College Station, Texas.
- Designed and executed brand identities for Lucky Ridge Ranch, a historic 500-acre private ranch in Calvert, Texas and Devereux, a 55-foot French Sailing Vessel, among additional, smaller projects.

ASSOCIATE BRAND CONSULTANT AT AT&T

Interbrand | January 2013 - December 2016

- Increased business and brand value through brand governance across multiple products and offerings, advertising campaigns, business units and external partner projects through daily consultation.
- Directed creative for internal and external clients on projects ranging from mass advertising (print, direct mail, online) to co-branded sponsorships.
- Led on-boarding program centered on corporate brand identity initiative for new members of client marketing and advertising teams, as well as agency partners.
- Built and initiated from scratch six separate topical brand training sessions for enterprise-wide audiences of 500-1,000 colleagues.
- Consulted on brand management and the AT&T brand identity throughout the AT&T and DirecTV integration.
- Worked pro-bono to develop brand identity and naming for Dallas Children's Medical Center's primary fundraiser as well as an emerging local women's non-profit organization.