


hillaryhufford-tucker

SOLUTIONISTA | COMMUNICATOR | MARKETER | MA-SC | DESIGNER | BLOGGER

HHT

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"Solutionista" is a fun way of saying I provide fresh solutions for marketing, communications, personal branding, and graphic design campaigns. A recent master's in strategic communication enhanced my expertise in social media strategy, copy writing, crisis management, integrated marketing communications, and communications research.

INDUSTRIES

- Building Products • Publishing
- Advertising • Real Estate
- Fitness • Sporting Goods
- Home Improvement

EDUCATION & TRAINING

MA-SC, Master's Degree in Strategic Communications, University of Iowa

Coursework: Social Media Marketing, Digital Strategic Communications, Strategic Communications Campaigns, Strategic Writing and Copy Writing, Risk Communications, Financial Communications, and Strategic Communications Research

BA, Information and Communication Studies and Option (minor) in Visual Communication, California State University, Chico

Marketing & Communications Training:

- Business Marketing Strategy, Kellogg Graduate School of Management
- "Dealing with an Angry Public," Harvard/MIT Extension Course
- Certified Instructor for Crisis Communication and Media Training
- "Q12" Advantage Course, Gallup School of Management
- International Paper Facilitator Skills
- Campaigning to Win

DIGITAL SKILLS

Adobe InDesign, Photoshop, Illustrator & More

Microsoft Word, PowerPoint, Outlook, Excel

WordPress, Wix.com, MailChimp, Canva

Instagram, Facebook, Twitter

Padlet, Todoist, and Trello

VOLUNTEER

- Leadership Mendocino Class II Graduate
- Founder, Westchase TriGals Triathlon Club
- Board Member, Ukiah Players Theatre
- United Way Facility Coordinator

PROFESSIONAL EXPERIENCE

Consultant – MarCom, Design, and Personal Branding

QM Consulting | 1/04-present | Tampa, FL, Highlands Ranch, CO, and Evanston, IL

Consulting with clients for marketing campaigns, employee/internal communications, social media strategy, personal branding, advertising, PR, web design, and messaging. Manage multiple clients' marketing and communications projects from concept to production. Create communications training based on client need.

Marketing Manager – Interior and Exterior Products

Masonite Corporation, a subsidiary of International Paper | 7/00-8/01 | Chicago, IL

Implemented trade marketing strategies for the company's full line of doors and door components. Oversaw consumer and trade market research, market analysis, public relations, and company web structure. Worked directly with customers on their marketing strategy, promotional materials, and down-channel branding. Achieved \$50k per month savings by leading an internal team responsible for company and literature, merchandising and display materials.

Marketing Manager – Interior Products

Masonite Corporation, a subsidiary of International Paper | 7/00-8/01 | Chicago, IL

Executed the branding strategy for interior door facings through the sales channel. Oversaw a team responsible for loyalty programs, national ad campaigns, market research, public relations, and the development of a new trade show booth. Supported the sales organization and led a cross-functional, internal, and external team responsible for collateral, web development, customer and sales support, lead management, and internal and external communications.

Communications Manager – Division

Masonite Corporation, a subsidiary of International Paper | 5/98-7/00 | Laurel, MS

Drove strategic global employee communications initiatives for 14 manufacturing and business locations in the U.S., U.K., Ireland, Korea, China, and South Africa. Oversaw corporate image, media and community relations, and improved the corporation's image through public relations, crisis management, employee communications, employee engagement, and effective environmental and right-to-know communications. Supervised community advisory councils and messaged globally about environmental legislative impacts on the company.

Communications Manager – Facility

Masonite Corporation, a subsidiary of International Paper | 3/96-5/98 | Ukiah, CA

Facilitated employee communications and improved community relations for the 450-person manufacturing facility. Specific concentration on employee engagement, community environmental communications, financial literacy programs, and on improving the mill's image by implementing community advisory councils, public meetings, media outreach, and employee volunteer programs.


INSIGHTS

Traveler – 27 countries and counting! 

Hiked the Inca Trail to Machu Picchu 

Swam with seals, rays & sharks in The Galapagos 

Zip-lining in Costa Rica and Canada 

Whitewater Rafting in Costa Rica and Alaska 

Kayaking in Thailand, California, and Illinois 

F45 Fitness and Road & Mountain Bike Enthusiast 

Love of cooking for friends & family! 