

# Gillian Hinkle

16 Hillside Drive  
Hollis, NH 03049

603-533-7449  
gillianhinkle@gmail.com



## PROFESSIONAL PROFILE

*Creative and detailed oriented professional with 20+ years of marketing experience. Communication and leadership style that earns trust with internal and external stake-holders. Proven ability to combine creativity, attention to detail, and business acumen resulting in measurable revenue gains.*

### AREAS OF EXPERTISE

- Strategic Planning
- Product and Event Marketing
- Digital Marketing  
(SEO/SMO, Media Buys/Barter, Demand Generation, Email Marketing, Web Master)
- Campaign Management
- Marketing Communications

### SOFTWARE SKILLS - Business & Analytics

Microsoft Office • Adobe: SiteCat • Salesforce • Pardot GoToMeeting • Google Analytics • KM Software

### SOFTWARE SKILLS - Creative & Social

TrackMaven • Shopify • WordPress • OpenWater Joomla • Buffer • Workamajig • HTML Editing • Feathr Adobe: Indesign/Photoshop/Dreamweaver/CQ5

## EMPLOYMENT HISTORY

2015 – Present      Senior Marketing Manager      **Endeavor Business Media** formerly PennWell Corporation

Ms. Hinkle is a senior B2B marketer for media and events in Endeavor's technology business unit. Her work sets the pace for the Tech Group, Endeavor's largest holding of B2B media brands. Results are reported directly to VP of the Nashua Division. Ms. Hinkle is the go-to resource for taking new products and events to market and uncovering new potential in existing products.

### Major Contributions

**Strategic Planning** - Ms. Hinkle designs the go to market strategy and product offering for technical media and events. She coordinates and directs all product specifications, content, aesthetic, and marketplace positioning. The product lines include many types of media (digital, print, video) and events that exist in niche technology verticals. **The Tech Group is the largest media division at Endeavor Business Media. Ms. Hinkle has been responsible for leading their marketing strategy since 2015.**

**Product Audience & Messaging** - Ms. Hinkle is responsible for researching and identifying the key audience for each product and business vertical and then crafting messaging that resonates. She works with her teams to ensure that this messaging is conveyed by the full revenue generation team; sales, marketing, and customer service. **These efforts have resulted in a more efficient sales and marketing team that has increased their media offerings by 12% in 2018.**

**Product Positioning** - Ms. Hinkle differentiates products in the market by determining their technology life cycle stage and evaluating how this meshes with user needs. **Analysis and application of findings on the 2018 flagship products resulted in a 47% revenue growth and 52% customer growth.**

**Product Development** - Ms. Hinkle's research and understanding of markets allows her to determine which features make new products and events desirable, and in the case of existing products, which features keep mature products from becoming aging products. **Ms. Hinkle's work in this area has allowed multiple Tech Group brands to successfully bring new products to market as well as gain revenue from products previously considered aging or laggard.**

**Vendor Negotiations** - Ms. Hinkle successfully negotiates paid and bartered contracts that extend Endeavor's brand presence while strengthening beneficial industry partnerships. Barter exchanges range from simple media exchanges to international trade-shows with exhibition booth and sponsored conference content. **Ms. Hinkle's negotiation skills have increased media and event coverage by 50% with no additional monetary expenditure.**

2013 – 2015      Program Manager - Corporate & Community Education      **Nashua Community College**

Ms. Hinkle started with the college in 2013 as the Program Manager for Community Education and was asked to expand her duties to include Corporate Education in the first month. Within six months Ms. Hinkle restructured NCC's non-credit department doubling revenue, creating new business partnerships, and streamlining business processes.

### Major Contributions

**Digital & Social Media Strategy** - Ms. Hinkle worked closely with the NCC marketing team to utilize social media and email for broader, timelier marketing messaging. This is essential as the non-credit classes are often short duration and on a flexible schedule built in response to customer feedback. **Ms. Hinkle's efforts resulted in a Facebook "Post Reach" increase of 46% and increased Twitter usage by 92%.**

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**Product Management & Customer Advocacy** - Ms. Hinkle facilitated a multi-department initiative to develop a scalable, online solution that would meet NCC's Ed2Go back-end business needs while serving the students better. ***The newly defined solution is 100% online, offers a better customer experience, decreases NCC's credit card fraud liability and closes a loophole that allowed students to take a class without paying. Overall Ed2Go enrollment increased by 133%.***

**Corporate Partnerships & Grant Writing** - Ms. Hinkle developed relationships with local businesses and government agencies in order to utilize Nashua Community College instructors for customized business training. This required multiple levels of communication across multiple businesses; internally, with corporate partners, and with the State of NH Department of Resources and Economic Development (DRED). ***Ms. Hinkle's track record for success in this area increased Nashua Community College non-credit revenues by 125% while also affording local businesses quality training with a 50% tuition match from the NH Job Training Fund.***

2003 – 2015 Executive Director

**Nashua Community Music School**

Ms. Hinkle joined NCMS in its 18<sup>th</sup> year and tripled the revenue and enrollment of this non-profit corporation. Duties included strategic planning, marketing, web design/maintenance, communications, customer relations, fundraising, event planning, managing contractors and employees, program planning, budgeting, contract generation, and reporting to a board of directors.

### Major Contributions

- Profit and loss ownership with reporting to board of directors
- Develop a marketing strategy that would allow this cash-strapped non-profit to take advantage of emerging digital advertising methodologies to reach new customers.
- Design, develop, and maintain all digital marketing content.
- Event planning and marketing for 10 - 20 events per year.
- Manage staff of 20+ musicians located throughout New England
- Implementation of financial systems and databases to track student, family, and donor data for better business decisions and to ensure that all sensitive data was stored in a secure, GAAP compliant manner.
- Diversify the types of faculty and programming offered in order to appeal to a wider customer base.
- Ensure that the school policies align with state labor guidelines and insurance requirements.

2000 – 2002 Marketing Manager - Demand Generation

ManagedOps (The Taylor Group), Bedford, NH

1996 – 2000 Senior Corporate Account Manager

PC Connection, Merrimack, NH

## PROFESSIONAL BUSINESS RELATIONSHIPS & COMMUNITY INVOLVEMENT

2017 – Present Flying Finn Yarns, Marketing & Back-End Process Development  
2016 – 2018 Children's Winter Garden with White Wing School, Co-Chair, Board of Directors  
2011 – 2016 City of Nashua Hunt Legacy Fund – Trustee  
2011 – 2013 City of Nashua Cultural Commission – Commissioner  
2009 – 2014 White Wing School – Treasurer, Board of Directors  
2008 – 2011 City of Nashua Cultural Planning Steering Committee  
2005 – 2008 Conversation on the Arts – Formulating an Arts Initiative in Nashua, NH

## EDUCATION & PROFESSIONAL DEVELOPMENT

2019 Product Management Bootcamp  
2018 Hubspot InBound Certification  
2017 Google Analytics Certification  
2016 Marketing Profs - Marketing Writing Certification  
2015 &Then – Conference organized by the DMA (Data & Marketing Association)  
2014 UMASS Lowell – 90.291-062 Introduction to DHTML  
2014 UMASS Lowell – 90.238-061 Website Development/Adobe Dreamweaver

Keene State College Bachelor of Music