

Kaitlyn V. Hiltz

MARKETING & COMMUNICATIONS

STRENGTHS | futuristic | learner | discipline | communication | intellection

PROFILE

PHONE (757) 319-1411
EMAIL connect@kaitlynhiltz.com
WEBSITE www.kaitlynhiltz.com
LOCATION Virginia Beach, VA

EDUCATION

Master of Arts 2014-2016
Strategic Communications
Regent University | Virginia Beach, VA

Bachelor of Arts 2007-2011
English, Media Studies
University of Virginia | Charlottesville, VA

- D1 Field Hockey, Full Athletic Scholarship
- NCAA Final Four 2009, 2010

SKILLS & SOFTWARE

Inbound Marketing
Writing & Editing
Wordpress
G Suite & Google Analytics
CMS & CRM Tools
Email Marketing
Social Media (Content, Planning & Insights)
Microsoft Office Suite
Adobe Acrobat
Canva for Work
Content Creation & Typography

2017, January - May

Wave Leadership College (Virginia Beach)

Professor, Communications

Co-teaching an Introduction to Communications course at the Associates level from a Christian worldview. (1-class, Fridays, Spring Semester.)

2016, est. October

kvh. Creative, LLC

Owner/President, Blogger, Content Creator & Communications Consultant

Provides freelance writing, editing and strategic communications services (incl.: marketing, social media management, content creation, graphic design, branding, etc.) for brands, creatives and small business owners. Website also serves as a personal faith & lifestyle blog, as well as a professional portfolio as a contributing author. (Part-time, variable.)

JOB EXPERIENCE

2015-2016

Regent University Center for Entrepreneurship (RCE) Manager of Communications, Special Projects & Admin

Creating, coordinating and conducting all communication efforts as the primary point of contact between RCE and all licensed, international Business Development Centers (BDCs) and external stakeholders. Oversaw and implemented a full rebrand, website upgrade, CRM implementation and overall marketing strategy.

2012-2015

lululemon athletica (Virginia Beach, Columbia, Baltimore) Assistant Store Manager, Key Leader

Led and assisted with the grand opening of three new store openings, which included creating innovative media/ marketing campaigns, event planning and execution. Also responsible for: community & ambassador relations, staff hiring, training & development, product knowledge, budget & financial analysis and delivering an unparalleled customer experience.

2011-2012

Insight Global, Inc. (Baltimore, MD)

Technical Account Manager, IT Recruiter

Presented staffing services to IT hiring managers at Fortune 1000 companies (federal, public, & private sectors). Included daily sales meetings, cold calling, networking, contracting, relationship management and recruiter development. Personally broke 5 major accounts in 6 months in a cold sales territory.

2010, Summer

University Directories (Charlottesville, VA)

Advertising Sales Rep & Team Leader

Individually ranked 3rd regionally and 28th nationally (top 5%) in sales (print, online, and mobile media). Led and managed four teammates - ranked 4th in national team sales (out of 250 markets). Earned the Blue Collar Award, averaging 35+ sales calls each day to new or current advertisers.

REFERENCES AVAILABLE UPON REQUEST

For additional writing, design and my most recent portfolio works, please visit: kaitlynhiltz.com/industryportfolio.