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PROFESSIONAL PROFILE

International digital marketing strategist with proven success in multicultural and fast-paced environments. Defining, analysing and administering marketing collateral and international projects for driving business and client growth (ICP) in the aeronautics, global events, and the cultural and creative sectors. Proven ability to drive innovation to generate new products and revenue streams leveraging new technologies, market (GTM) strategies and qualified pipeline.

EDUCATION & QUALIFICATIONS

2021 Master of Fine Arts-Studio Art, National University of Ireland Galway, Burren College of Arts, Ireland
2018 Certification of General Studies, Central New Mexico Community College, Albuquerque, NM, USA
2018 Associate of Arts of Fine Arts, Central New Mexico Community College, Albuquerque, NM, USA
2015 Bachelor of Fine Art-Studio Art, Minor-Entrepreneurship, Santa Fe University of Art and Design, Santa Fe, New Mexico, USA
2014 Associate of Arts of Liberal Arts, Central New Mexico Community College, Albuquerque, NM, USA
2014 Entrepreneurial Development and Business Administration Training Certification, Technology Ventures Corporation (TVC), Albuquerque, New Mexico, USA
2013 Associate of Applied Science Integrated Studies, Central New Mexico Community College, Albuquerque, NM
2013 Intellectual Property Training Certification, USA
Technology Ventures Corporation (TVC), Albuquerque, New Mexico, USA
1984 Certifications in Audio Engineering, Film and Video Production, Full Sail University, Orlando, Florida, USA
Member of the Digital Marketing Institute, Visual Artist Ireland and The International Association of Art

EMPLOYMENT

2021-Present Interdisciplinary Artist and Researcher, Connemara, Co. Galway, Ireland

- Review, evaluate and synthesise primary research through interdisciplinary art practice
- Assess and publish literature reviews and case studies from primary research with emphasis on Connemara ecology, Celtic folklore and mythology
- Authored grant proposals for foundations, government agencies and corporations to fund art, research projects, and exhibitions, founding an artist residency programme

2019-2022 Teaching Assistant – National University of Ireland Galway, Burren College of Arts, Ireland

- Planned, monitored and introduced appropriate lesson plans to enhance skill development for undergraduates, post-baccalaureate and graduate students
- Managed and motivated students' learning outcomes and team building through informative communications

2019 Studio Assistance – Judy Chicago, Belen, New Mexico, USA

- Catalogued works of art for storage in the state of the art climate-controlled archive
- Organised Through the Flower educational library, shop and gallery for Ms Chicago's 80th birthday, which celebrated its public grand opening

2005-2019 CEO – Raven Hill Designs, LLC, Albuquerque, New Mexico, USA

- Exhibition Assistant to Lucy Lippard in *The Map Is Not The Territory: Parallel Paths: Palestinians, Native Americans and the Irish*, an international tour exhibition curated by Jennifer Heath and Dagmar Painter

- Delivered, quantified and tracked trends and performance by initiating a client survey (CSAT) focused on 4000 stakeholders identifying demographics and classifying client needs
- Coordinated and conducted interviews of international artists from 20 countries in 17 languages
- Collated and edited 150 hours of video for a non-profit marketing campaign fundraising over \$6 million
- Strategised media content for in-person events, trade shows and exhibitions attracting over 193,000 visitors and an economic impact of \$112 million and 6,700 volunteers
- Advising business development B2C and entrepreneurial education workshops, hosting 1000 stakeholders from 100 countries
- Developed and coordinated translation of media content and copywriting from linguist team in Russian, Japanese, Spanish and German for international stakeholders, increasing media circulation
- Supervised interviews and met deadlines for international press conglomerates and affiliates
- Achieved international digital media circulation of over 5 million by conducting over 500 interviews, daily press releases, photographs, audio and video content
- Protocol liaison and public relations representative for international governing bodies in the United States, Russia, Mexico and Japan
- Collaborated with an international team of experts, breaking two world aviation records
- Analysed competitor activity to capitalise, create and monitor real-time media content for in-person and virtual events on social media platforms; Twitter, Facebook and Instagram
- Produced brand materials of visual impact through videography, photography, graphic design for print media, flipbooks, eBooks, email, packaging and web design
- Operated and directed virtual programming through developing live streaming productions attracting 900,000 guests visits, contributing to an economic impact of \$186.82 million
- Scheduled the agenda, managed the budget, prepared the risk assessment, implemented entertainment and catering contracts, coordinated hospitality sponsors and reported to the stakeholders at every stage
- Increased membership and participation by 95% through the execution of a survey, advertising and outreach media campaign

SKILLS PROFILE

Communication: management and leadership as lead designer and print manager for exhibition brochure and flipbook, collaborating with artists, account registrar, gallery facility and staff, print director, John O'Donohue Literary Estate and Patrick T Murphy-Director of the Royal Hibernian Academy and curator.

Problem-solving: resolve growth stagnation and logistical issues as marketing technologist, identified, administered and integrated marketing collateral targeted at new client acquisition B2B and B2G ticketing service contracts for events with large foot flow, solving SaaS technological dilemma which spearheaded barcode scanning technology using mobile phones now standard technology in the events ticketing sector.

Marketing: conceptualise (workflow strategy) and track high-impact multi-channel marketing strategy(WfMS); identifying key performance indicators (KPI), performance indicators accelerating sales – acquiring and purchasing B2B and B2G databases in the targeted industry to launch cold call and email campaigns resulting in new client acquisitions, meeting pipeline, ROI and revenue goals.

IT Skills: MAC/PC: SEO, SEM, CRM, Microsoft Software, Adobe Creative Suite, After Effects, Final Cut Pro, Premiere Pro, Logic Pro X, Avid Pro Tools, RStudio, HubSpot, Zoho CRM, Marketo, Salesforce, Mailchimp, Zotero, Zoom, QuickBooks Pro and Google Analytics Certified

REFEREES

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