

## Contact

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## Top Skills

Website Development  
Strategic Communications  
Advertising

# Stephanie Hilgefort, MBA

Senior Brand Manager at Procter & Gamble  
Covington, Kentucky, United States

## Summary

University of Louisville graduate with a major in Marketing and a minor in Communications/Advertising.

Skills/Technologies: Microsoft Office (Emphasis in Excel), Outlook, Wordpress, Exact Target, MailChimp, MyEmma, Quickbooks, SPSS, Dreamweaver, Alleycode, Zend Studio, Notepad++, GIMP 2, Photoshop, InDesign, Facebook, LinkedIn, Twitter, Google+, Instagram, Hootsuite, Vine, YouTube, HTML/CSS, SmartPlus, Salesforce, Social Studio.

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## Experience

### Procter & Gamble

4 years 2 months

#### Senior Brand Manager

October 2024 - Present (1 year 3 months)  
Cincinnati, Ohio, United States

-Develop and execute marketing plans to enhance brand awareness and increase market share, leveraging innovative media strategies and consumer-centric campaigns.

-Lead strategic marketing initiatives for the Always Discreet brand, driving consumer preference and loyalty through data-driven insights and cross-functional collaboration.

-Partner with cross-disciplinary teams (Sales, Finance, Product Supply, Advertising, and Media Agencies) to identify shopper and customer insights, leading to a measurable lift in product adoption.

-Optimize consumer touchpoints, ensuring seamless experiences at every stage of the journey—from awareness to purchase and in-home product use—resulting in improved consumer satisfaction scores.

-Champion business growth through the launch of new product innovations and strategic marketing tactics, achieving profitability targets and exceeding brand performance KPIs.

**Senior Media Planner**

November 2021 - October 2024 (3 years)

Cincinnati, Ohio, United States

-Led the development and execution of comprehensive, data-driven media plans, optimizing reach and efficiency across integrated channels 5% increase in campaign ROI.

-Collaborated with cross-functional teams and external media partners to ensure alignment between media strategies and brand objectives, contributing to a to drive a 7% increase in total brand reach YOY.

-Analyzed media performance data, identifying actionable insights to refine strategies and improve targeting, resulting in a 3% uplift in sales lift.

-Fostered strong relationships with stakeholders, including agency partners, internal teams, and external vendors, to deliver seamless execution of integrated media campaigns that exceeded key performance indicators.

**Fifth Third Bank**

Brand Media and Digital Marketing Strategy Manager

February 2020 - December 2021 (1 year 11 months)

Cincinnati, Ohio

-Develop B2B and B2C integrated marketing acquisition campaigns that drive qualified leads and ROAS (return on ad spend) across multiple lines of business.

-Perform detailed analysis at national and local levels to understand and improve campaign performance for both traditional and online marketing programs.

-Collaborate with cross-functional team members on campaigns to improve effectiveness and efficiency for tracking and optimizing campaigns.

-Acts as expert in the Marketing department providing direction and guidance to process improvements and establishing policies.

- Manage multi-million dollar brand media budget and invoice processing across multiple lines of business.
  - Manage agency partners as the primary lead in the development and delivery of campaign plans, assets, tactics, and execution.
- Quotient Technology Inc.**  
**Senior Media Planner**  
September 2019 - February 2020 (6 months)  
Cincinnati Area, KY
- Compile digital campaign recommendations based on media briefs, monitor KPI's and determine the success of the campaign or implications for other campaigns.
  - Champion process optimizations to improve team efficiency and productivity.
  - Manage \$30+ million annual digital advertising budgets for national grocery retailer.
  - Standardized tracking methods to more accurately monitor campaign spend against budgets to reduce over delivery.
- Landor**  
**Client Manager**  
September 2017 - September 2019 (2 years 1 month)  
Cincinnati Area, KY
- Develop brand strategies and nurture client relationships for local and global brands such as P&G Oral Care, P&G Scale brandSAVER and P&G Corporate initiatives.
  - Manage budgets upwards of \$4+ million for global brands to maximize client investment and make strategic recommendations to grow business incrementally.
  - Provide leadership across all projects partnering with clients, cross-functional agency teams and the global network to ensure strategic and execution excellence. Deliver all projects on time, on budget and in scope.
  - Mine industry trend reports, follow consumer trends and deploy competitive audits to internal and external teams.

-Define brand fundamentals including brand equities, product architecture and creative interpretations of product concepts. Establish creative positioning of new product variant in established market launching Spring 2019.

**Brandience | Brand, Experience, Audience, Science**  
2 years 9 months

**Account Executive**

January 2015 - September 2017 (2 years 9 months)  
Cincinnati Area, KY

-Liaison between clients and internal agency teams project managing all creative needs and promotional media added value recommending best course of action for clients based on brand strategy.

-Develop and execute email marketing campaign strategy to support overall marketing plan as well as localized market-specific events for 7 markets. Manage email database of 90,000 active subscribers and has grown subscriber database by nearly 5% in past year. Optimizes email strategy and execution based on ongoing monitoring of email sends increasing CTR engagement by 3%.

-Lead the development, production and implementation from initial strategy development through full execution for all consumer touch-points for Skyline Chili's 135 restaurant locations.

-Traffic and coordinate delivery of final materials across all new and traditional media including in-store point-of-purchase, TV, radio, OOH, digital display/ HTML5 ads, social media, printed materials, contest and sweepstakes promotions, sports and venue sponsorships and website materials.

-Content development, execution and maintenance on four social platforms: Facebook, Twitter, Instagram and Snapchat. Monitor consumer posts/ comments platforms daily responding to both positive and negative feedback to build strong brand relationship with consumers. Track and analyze KPIs to inform future content calendars and paid advertising campaigns.

**Account Coordinator**  
January 2015 - February 2017 (2 years 2 months)  
Cincinnati Area, KY

**Belltower Advertising**

**Media Buyer**

July 2012 - December 2014 (2 years 6 months)

-Steward client media and relations for a national account to radio station representatives.

-Effectively communicate clients' needs as well as complete concurrent projects to meet demanding deadlines.

-Process monthly client invoices to ensure all ordered advertisements ran the right copy within their respective dayparts.

-Acquire added value for clients by negotiating make goods with station representatives.

-Compile Arbitron ranking data for radio stations in 70 markets to make sure clients are getting the most out of their advertising campaign.

**Amazing Green Planet**

**Marketing Director**

January 2012 - May 2012 (5 months)

-Developed a strong social media presence engaging customers through various platforms such as Wordpress, Facebook and Twitter.

-Continuously monitored online public relations while building brand awareness and driving traffic to social media pages on a budget.

-Generated copy for weekly e-newsletters to keep customers aware of current store news and promotions.

-Orchestrated online marketing campaigns to drive online and in-store traffic.

**The Louisville Cardinal**

**Advertising Sales Representative**

July 2011 - December 2011 (6 months)

-Carried out all aspects of sales activities including cold calling, lead generation, needs assessment and advertising recommendation presentations for potential clients.

-Enhanced existing customer relationships and forged new relationships.  
Utilized CRM software daily to keep all customer relationships up-to-date and well maintained.

-Developed advertisements and ad packages for customers to best suit their needs. Showed new and existing business owners the power of advertising.

The Courier-Journal  
Classified Sales Intern  
May 2011 - August 2011 (4 months)

-Prepare sales reports and tracking spreadsheets to maintain up-to-date figures for sales teams.

-Create and order advertisements for customers through ad DTI software.

-Oversee general office tasks for sales teams and department managers.

MCS Consulting  
Accounting Assistant  
September 2009 - August 2011 (2 years)

-Completed various administrative duties for a small business owner.  
Coordinated and executed concurrent projects and priorities efficiently.

-Assisted with general accounting functions handling and maintaining Accounts Receivables and Accounts Payables for multiple clients.

-Reconciled accounts and processed quarterly tax reports for small businesses. Discreetly resolved bank discrepancies that surfaced in a timely manner.

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## Education

Northern Kentucky University  
Master of Business Administration - MBA, Marketing; Business Analytics · (January 2021 - December 2022)

University of Louisville  
Bachelor of Science, Business Administration, Marketing · (2008 - 2011)

University of Kentucky

· (2007 - 2008)

**Highlands High School**

· (2003 - 2007)

**University of Louisville**

Bachelor of Science - BS, Business Administration and Management, General