

Contact

513-926-2894 (Mobile)
srhilgefort@gmail.com

www.linkedin.com/in/stephanie-hilgefort (LinkedIn)

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.

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 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 is 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.

- Orchestrate 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.

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