

Stephanie Hilgefert

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Professional Experience

Quotient Technology, Cincinnati, OH

Sept. 2019 – Present

Senior Media Planner

- Manage \$30+ million annual digital advertising budgets for national grocery retailer.
- 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.
- Standardized tracking methods to more accurately monitor campaign spend against budgets to reduce over delivery.

Landor, Cincinnati, OH

Sept. 2017 – Sept. 2019

Client Manager

- Develop brand strategies and nurture client relationships for regional and global P&G brands such as Crest, Oral-B, brandSAVER as well as assorted P&G Corporate initiatives.
- Headed \$4+ million budgets 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 executional 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.
- Establish creative positioning of new product variant in established market launching Spring 2019.

Brandience (Sunrise Advertising), Cincinnati, OH

Jan. 2015 – Sept. 2017

Account Executive

- Lead the development, production and implementation from initial strategy development through full execution for all new and traditional media for Skyline Chili's 135+ restaurant locations.
- Grew clients' customer database by 5% and increased email marketing campaign engagement 3% by developing cohesive campaign strategy and optimizing based on monitoring of KPI's.
- Track and analyze KPIs on all social platforms to inform monthly content creation and paid advertising campaigns. Daily monitoring of consumer posts/comments to build strong relationships with consumers.

Belltower Advertising, Bellevue, KY

July 2012 – Dec. 2014

Media Buyer

- Manage traditional and digital ad campaigns, including radio, TV, outdoor, print, display, and search campaigns.
- Research clients' needs and strategically build an advertising schedule that heightens the impact of the clients' message.
- Negotiate with station representatives in order to maximize the utility of the clients' budget.
- Audit invoices and optimize campaigns based on analytics.

Education

UNIVERSITY OF LOUISVILLE, Louisville, Kentucky

December 2011

Bachelor of Science in Business Administration

Honors: Dean's List

Major in Marketing, Minor in Communications

Volunteer Experience

Perfect North Slopes Ski Patrol, Lawrenceburg, IN

Aug. 2013 – Present

Ski Patroller, Crew Chief, NSP PNS Board Member

Skills

- Email Marketing (Exact Target, MailChimp, etc)
- Google Adwords & Analytics
- Blogging / WordPress
- N.A.P. Listings / SEO
- HTML / CSS
- Press Releases / Media Relations

