

Kamaria A. Hill

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DIGITAL MARKETING • PRODUCT DEV • CONTENT CREATION

Dynamic digital marketing professional with 15+ years of experience in content creation, product development, and brand strategy. Skilled in digital strategy, email and video marketing, graphic design, and website development, with a proven ability to transform concepts into market-ready products and brands. Proficient in creating impactful user-generated content and voiceovers, leveraging storytelling to enhance audience engagement and brand presence.

- ✓ Strategic Product Development
- ✓ Email & Video Marketing
- ✓ Branding & Positioning
- ✓ Storytelling & Content Creation
- ✓ Market Entry & Strategy
- ✓ Target Market Analysis
- ✓ Creative Team Leadership & Training
- ✓ Consumer Insight & Engagement
- ✓ SEO & Digital Marketing Analytics

PROFESSIONAL EXPERIENCE

Product Development & Content Creation | Independent Projects

Nashville, TN | January 2023 - Present

- Led comprehensive product development cycles for multiple self-published titles, from ideation and market research to production and launch, resulting in a robust portfolio of market-ready products.
- Built and executed brand strategy frameworks that included website development, automated email marketing sequences, and targeted lead generation initiatives to drive engagement and foster community loyalty.
- Authored and published a series of educational resources on product development, establishing a reputation as a knowledgeable guide for aspiring creators while strengthening brand credibility and reach.

Director of Digital Marketing

Scrum Inc., Cambridge, MA | October 2019 - October 2022

- Spearheaded innovative digital content strategies, enhancing consumer interaction and brand presence across multiple platforms.
- Crafted and managed marketing campaigns that achieved significant lead generation and revenue growth.
- Developed, implemented, and managed successful marketing campaigns, demonstrating revenue/lead goals, efficiency, and volume to ensure profitability across channels
- Developed unique strategies within the digital arena to meet/exceed objectives

- Fostered timeline development and monitored progress, ensuring deadlines were met
- Develops strong relationships between team members and stakeholders, providing leadership and support during strategy, ideation, and execution
- Monitors and tracks campaign data, optimizing ads based on performance.

Product Marketing Manager

Agile Health Inc., Lincolnshire, IL | October 2015 - June 2018

- Enhanced product messaging and engagement through strategic marketing initiatives, improving brand consistency and audience experience.
- Maximized client uptake of various programming rollout by developing enticing content and collateral for new and existing products.
- Guided projects through the pipeline in coordination with all stakeholders to create a consistent brand message with tactical direction, development and implementation resulting in smooth launch for various client consumer populations.
- Enhanced co-branded consumer content on behalf of clients with clear roadmaps for timely delivery of material.

Entrepreneurial Endeavors & Product Development

Self-Employed | Dates Various

- **Self-Published Author:** Successfully wrote, published, and marketed several books, navigating the complexities of the self-publishing industry.
- **Brand Development:** Founded and developed two brands, one in book publishing and another in natural hair accessories, demonstrating an adept understanding of market needs and brand positioning.
- **Educational Courses:** Created and published courses on product development, offering a comprehensive guide from concept to market, showcasing expertise in product ideation, development, and commercialization.

Licensing Design Manager

MGA Entertainment Van Nuys, CA | 2006 – 2007

- Managed development of style-guide artwork for licensed merchandise programs on packaging and products in multiple categories including toys, games, small electronics, fashion, food, publishing and social expressions
- Spearheaded creation within project schedules by driving graphics department workflow and deliverables.
- Identified user needs and trends through market research, competitive analysis, color and fashion style.

Product Development Coordinator

Twentieth Century Fox Film Corporation | Los Angeles, CA 2004 – 2006

- Facilitated product development of licensed properties including The Simpsons, Family Guy, Buffy, Napoleon Dynamite, 24, Ice Age, MASH, Marilyn Monroe and more.
- Analyzed technical feasibility, design optimization, legal congruency, communications consistency and creative direction necessary to implement product packaging, point-of-purchase signage, collateral and consumer goods.
- Integrated quality controls for product labeling, POP and marketing/promotional literature to ensure conformity to product specifications and legal guidelines.

TRAINING & WORKSHOPS

- Tennessee Voice Over Studios, Nashville, TN: Workshop Intensives, Group Coaching
- Acting Studio Chicago, Chicago, IL: Group Coaching

SKILLS & SPECIALTIES

- Voiceover Talent: Diverse range from conversational to soothing tones for various projects.
- Digital Marketing & Product Development: Expertise in branding, content creation, and campaign management.
- Entrepreneurial Skillset: Proven ability to conceptualize, develop, and market products and brands.
- Technical Proficiency: Photoshop, Illustrator, HTML, WordPress, Google Analytics, iMovie, Microsoft Office.

INSTRUCTOR APPOINTMENTS & SPEAKING ENGAGEMENTS

Past Marketing Workshops & Speaking Engagements Include:

- How To Get On The 1st Page Of Google
- 5 Best Keys To Managing Your Online Reputation And Customer Service
- How To Grow Your Business Using Hidden Assets You Already Have
- Search Engine Success For Newbies

Past Hosts Include:

- SCORE Chicago
- City of Chicago Department of Business Affairs & Consumer Protection (BACP)
- Wintrust Bank & Beverly Bank in conjunction with SCORE Chicago
- The Illinois Institute of Art — Tinley Park, IL
- Moraine Valley College — Palos Hills, IL

Instructor Appointments:

- Paris Business College — Downtown Chicago, IL
- CPS — Chicago Public Schools, City of Chicago School District 299

EDUCATION

B.S., Mechanical Engineering, Northwestern University, Evanston, IL