

ERAYNE GEE HILL

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Professional Experience

October 2021 – Present

Glint Advertising

Fort Worth, TX

Vice President

- Oversees client relations, vendor relations, project management and intra-agency operations
- Maintains an agency budget
- Oversees human resources functions
- Mentored by the agency owner for future ownership

August 2018 – October 2021

Texas A&M University School of Law

Fort Worth, TX

Director of Marketing & Communications

- Responsible for creating, developing and implementing a comprehensive marketing and communications plan for the School of Law, research centers, programs and clinics
- Supported the academic mission and the Dean's strategic priorities, including promoting to internal and external audiences, showcasing academic achievements and supporting student recruitment, career development, alumni relations and major gift development
- Managed a team of marketing and business development professionals for the law school
- Responsible for establishing a centralized marketing department that supports the law school after an 18-month divestment in marketing and public relations efforts
- Built and maintains relationships with the Fort Worth, Dallas, College Station and Houston business community
- Created and implemented a U.S. News and World Report annual ranking campaign

Accomplishments at Texas A&M School of Law (September 1, 2018 – August 9, 2020)

- Created an inbound marketing strategy that has yielded 55,271 landing page views, 7,460-page submissions, 4,452 new contacts and 87,044 email opens (with a 10.91 click-through rate)
- Resurrected a dormant social media strategy that has yielded 53,164 interactions and 50,158 clicks
- Maintained a social media strategy that has almost two million impressions and close to 6,000 shares
- Created a news blog that has over 38,000 views and 31,995 entrances to the law school website
- Assisted with two U.S. News and World Report ranking seasons – one yielding an increase of peer reputation scores and the second a 23-point increase (from 83 to 60) in overall rankings
- Assisted specialty programs with U.S. News and World Report ranking efforts that yielded an increase for the dispute resolution program (from 13 to 6) and a first ever ranking for the environmental law program
- Started the first graduate programs digital advertising campaign to recruit students with gains
- Created a student e-news, the Good Bull
- Reduced the bulk of the current website by creating an intranet and news blog
- Created and maintained an intranet or internal repository of information for staff for more effective onboarding and to build culture
- Increased free advertising through media placement by \$6.5 million dollars
- Used special events as an opportunity to build business by hosting Amanda Knox, all Fort Worth Chambers of Commerce, the Supreme Court of Texas, the FW Chamber of Commerce Small Business Summit, Howdy Week and alumni events
- Assisted with the creation of an Alumni Board
- Resurrected alumni communications with a monthly newsletter
- Executed engagement opportunities during the pandemic such as the CARES Act webinar series
- Created the school's first online yearbook during the COVID-19 pandemic
- Resurrected design elements by creating templates for a consistent look
- Created workflows for marketing and communications requests
- Created a microsite and digital strategy for the U.S. News and World Report peak season featuring notable accomplishments by the law school and faculty
- Unified multiple vendors for consistent branding
- Navigated the Texas Wesleyan and Texas A&M divide through overseeing events and efforts for inclusion.

May 2014 – August 2018

Unity One Credit Union

Texas, Minnesota, Kansas

Vice President of Marketing

- Developed the marketing direction, identified target audiences, tactics and measurement for nine branches in three states, including budget creation, determining appropriate media channels and implementation
- Served on the credit union ALCO committee and senior leadership team
- Introduced, expanded and managed the credit union SEO and digital/online strategy, including advertising
- Introduced lead generation and nurturing through marketing automation using a CRM
- Introduced an internal, three-year brand engagement strategy called Walk the Talk at Unity One
- Implemented the credit union's reputation management strategy
- Created personas based on analytics and behavioral data to help strengthen marketing tactics and improve retail branch operations
- Developed, wrote and produced all promotional materials
- Practiced public relations and business development to increase brand awareness
- Brought many firsts to Unity One Credit Union, including a comprehensive brand awareness campaign, strategic community relations (examples include lead generation and nurturing, a television commercial, intranet, video production, media attention and digital/online advertising), marketing automation and digital marketing campaigns
- Supported all sales and service training
- Maintained the credit union's corporate brand
- Supported the credit union's internal branding and employee engagement efforts
- Supervised the marketing and business development staff in the timely completion of duties
- Managed credit union special events for internal and external audiences
- Created presentations to the Board of Directors regarding strategy and tactics regularly and at strategic planning retreats
- Managed vendor relationships
- Managed a nearly half a million-dollar budget
- Served as a spokesperson for the credit union

January 2007 – May 2014

Unity One Credit Union

Fort Worth, TX

Assistant Vice President of Community and Public Relations

- Managed and developed outreach efforts for the Fort Worth, St. Paul, MN and Kansas branches that involved special events, business development, financial education, school relations and professional-organization affiliations to build awareness and foster a positive image of the credit union
- Worked closely with and assigned tasks to branch managers to execute the community and public relations plan
- Created and maintained a budget for community and public relations efforts
- Created and implemented accountability procedures for more accurate reports of progress
- Planned programs and sales strategies to maintain relationships and build penetration levels of business partners
- Composed press releases, news alerts and other communication to the media
- Acted as the primary liaison between the credit union and community
- Administered the sponsorship/donation requests program
- Created and maintained an active media list for the purpose of contact, and worked with the media to gain publicity for credit union events
- Taught financial education to community stakeholders, including schools and organizations
- Developed relationship-building training for staff, in particular the frontline

March 2002 – January 2007

Fort Worth Independent School District

Fort Worth, TX

Assistant Coordinator, Special Events – Parent & Public Engagement

- Coordinated/organized and executed numerous projects and events including Convocation, the Chairs for Teaching Excellence awards process and luncheon, Parent Volunteer Appreciation Day at Ridgmar Mall, RadioShack Scholars, Outstanding Teacher Recognition and the Retirees Recognition
- Created marketing materials for projects and events using PhotoShop, InDesign, PageMaker, FreeHand and Microsoft Office (Word, Excel, PowerPoint)
- Proofread and edited copy for printed materials using AP Style
- Recruited and managed volunteers from the business community
- Drafted speeches for district officials
- Authored and edited pieces in district publications (Employee News, Board Briefs and various press releases)
- Created and maintained databases using Excel
- Solicited corporate donations
- Created and maintained relationships with members of the Fort Worth business community
- Created and maintained event budgets and archives
- Pitched events/initiatives to community volunteers, district personnel and parents

Academic Experience

August 2023 – Present

University of North Texas

Denton, TX

Adjunct Professor, G. Brint Ryan College of Business

Course(s) Taught:

- BUSI 1200 Professional Development I Strategies for Business

Education

September 2020 – May 2023

East Texas A&M University (TAMU- Commerce)

Commerce, TX

Master of Science – Management

August 1996 – May 2000

University of Texas at Austin

Austin, TX

Bachelor of Journalism

- Concentration: Public Relations
- Minor in African American Culture/History
- CUNA Management School executive training candidate – received “exceeds expectations” on project submissions

Skills

- Proficient in various applications: Microsoft Office Suite (Word, Excel, PowerPoint, Publisher), Adobe Suite (PhotoShop, InDesign, Illustrator), Adobe Acrobat
- Proficient in AP style
- E-mail, Web user
- Uses a solution-focused approach to management
- Experience in marketing automation using a customer relationship management (CRM) platform
- Experience using social media and digital/online advertising (geofencing, retargeting and PPC)
- Experience with website optimization (SEO, blogging)
- Experience using Touche and other analytics tools
- Experience using media monitoring and placement services like Meltwater and Cision
- Practices vendor management regularly
- Adopter of project management software like Basecamp and ClickUp

Community Activities & Honors

- Board Member, YMCA Metropolitan of Fort Worth
- Board Member, Central Area Council, Fort Worth Chamber of Commerce
- Immediate Past President, Alpha Kappa Alpha Sorority, Inc. Fort Worth Chapter (service organization with 200 members locally and 80,000 internationally)
- Honored as a "Hidden Treasure Within the Community" by the North Texas Chapter of the National Women of Achievement, Inc.
- Past Chairman, Cornerstone Credit Union League Marketing/Business Development Council Executive Board
- Credit Union National Association (CUNA) Rock Star 2015
- Speaker, CUNA Marketing and Business Development Conference 2016
- Speaker, CUNA Community + The Federation Credit Union Conference
- CUNA Diamond Award Winner (Edgy Campaigns)
- Cornerstone Credit Union League Pinnacle Awards Winner (Social Media, Generational Marketing, Special Events, Public Relations, People's Choice, SEG & Business Development)
- Board Member, YMCA Northpark Branch
- Former Board Member, Fort Worth Chamber of Commerce
- Former Board Member, Fort Worth Chamber of Commerce North Area Council
- Board Member-Representing Region VI, NAACP National Board of Directors, 1996-2004