



Kaitlyn Hillesland | Creative Direction and Marketing Leadership

Striving for excellence and efficiency. Inspiring progress over perfection.
Using compassion and agility to move teams and projects forward.

Portfolio

KaitHill.com

Contact Information

KaitHill@gmail.com

608-215-9997

Program Skills

Photoshop | Expert

Illustrator | Expert

InDesign | Expert

Dreamweaver | Strong

Premiere | Strong

After Effects | Strong

PowerPoint | Expert

Word | Strong

Excel | Strong

Additional Experience

Hubspot

Pipedrive

Marketo

Microsoft Dynamics

Constant Contact

Google Analytics

Wordpress

Drupal

Salsify

Cvent

GoToWebinar

Sketch

Intuiface

Fontographer

Wipster

Laila + Lottie LLC | Marketing Consulting + Creative Development

Sole Proprietor | October 2012–Present

From new technology startups to industrial manufacturers, I provide marketing, content, and creative services focusing on strategy and execution, technology, and efficiency improvements.

- Strategy and execution on messaging, design, and synchronization of internal stakeholders and vendors.
- Technology support with developing emails, landing pages, webinars, and customer journey mapping.
- Efficiency improvements through creating reusable templates, asset management systems, and file naming and organization protocols.

Industry-Specific Work Experiences

Buyside | SaaS-Real Estate | Remote

Marketing Director | June 2021–May 2022

- Hired to develop a new position and expand sales and marketing initiatives.
- Developed and executed multi-channel campaigns for lead generation and client retention, increasing social engagement by 300% and email engagement by 700% in nine months.
 - Emails, newsletters, and social media campaigns
 - Webinars and training resources
 - Product release notes and outage updates
 - Events and sales enablement resources
- Created marketing calendars and strategies to meet the needs of senior leadership, sales, and account management teams.
- Analyzed and interpreted data for improved lead management and email distribution through Hubspot and Pipedrive.

References Available upon request

Education

Taylor University 2005–2009

- Graduated cum laude
- B.A. in Design + Communication
- Peer-selected to lead senior group portfolio show
- Studied in Mukono, Uganda (four-months)
- Studied in Antigua, Guatemala (one-month)

Additional Interests

Fashion

- Pattern Drafting
- Sewing
- Knitting

History

- Charting genealogy
- Restoring photographs

Gastronomy

- Cooking and baking
- Exploring new techniques
- Gardening and hydroponics

Industry-Specific Work Experiences | Continued

Weil-McLain and Marley Engineered Products | Manufacturers | Burr Ridge, IL Marketing Communications Design Specialist | September 2018–June 2021

- Recruited to develop a new position within the Marketing Communications department.
- Lead and mentored interns, teammates, and members of various departments on modern marketing and design best practices.
- Worked directly with Sales, Product Management, Engineering, and Legal to understand the products and industry; identified needs and built appropriate messaging to reach key audiences in a complex sales structure.
- Developed messaging campaigns augmented across multiple mediums.
 - Created Gantt charts, wireframes, and storyboards.
 - Lead collaborative working sessions and long-term project organization.
 - Vetted and established appropriate vendor relationships.
 - Composed headlines, messaging, CTAs, and visual messaging.
- Established and managed key systems including a resource library, collateral tracking system, event management and messaging app, and inbound messaging processes. Increased in-bound leads by 200% and site traffic by 125% in 24 months.
- Peer-nominated and selected by Management for multiple Star Awards recognizing exceptional contributions and achievements in support of the company's strategic goals and values.

The Mx Group | B2B Marketing Agency | Burr Ridge, IL Senior Graphic Designer and Marketing Specialist | August 2014–August 2018 Client-Specific Production Artist | June 2011–August 2014

Slack and Company | B2B Marketing Agency | Chicago, IL Front-End Developer and Graphic Designer | April 2010–June 2011

Taylor University | Media Marketing Services | Upland, IN Graphic Designer | August 2008–June 2009

Gundersen Health System | Business Marketing and Development | La Crosse, WI Intern Designer | June 2008–July 2008

Industry-Specific Volunteer Experiences

Coconut Robot | Industry Consultant and Blogger | Sunnyvale, CA Mentor and Advisor | 2009–Present

Northern Pines | Family Conference | Green Lake, WI Designer and Marketing Advisor | 2009–Present

Committed to Comradery and Growth | Community Development Organization | Chicago, IL Designer and Advisor | 2019–Present