

Diana Hunter

Profile

Process-oriented, deadline-driven marketing and creative professional boasting exceptional organization, time management, and budgeting expertise. End-to-end project management skills, from driving strategy to implementation and execution. Graphic design background. Two decades of leadership experience with a proven track record of leading teams in initiatives aligned with business goals. Excel in establishing valuable partnerships with external resources. Proficient in cross-functional collaboration with subject matter experts and stakeholders across all levels of management to build consensus and provide solutions that deliver results.

Competencies:

Advertising | Art & Creative Direction | Brand Management | Budget Administration | Coaching & Mentoring | Collaboration | Complex Problem-Solving | Continuous Learner | Critical Thinking | Digital Marketing | Industry Event Management | Interpersonal Communication | Leadership | Marketing Strategy | Project Management | Teamwork

Experience

Tradeshow Logic – Marietta, Georgia

7 | 2023 - Present

Independent Contractor & Freelancer

Support clients in the planning, development, and execution of marketing strategies for trade association industry events.

WestRock Company – Atlanta, Georgia

11 | 2021 - 11 | 2022

Growth Marketing, Industry Events Manager

Led and mentored a team of industry event specialists in the successful planning and execution of 58 global events, ranging in size from 200 sq. ft. to more complex engagements of 7,200 sq. ft.

- » Composed a charter outlining the team's goals
- » Produced a playbook documenting processes and best practices
- » Evaluated existing events to determine effectiveness and alignment with business goals, and researched new events for consideration
- » Developed an RFP to facilitate synergies between international and domestic events across the enterprise
- » Established and managed a \$6M industry events budget

1 | 2012 - 11 | 2021

Sr. Creative Services Manager | Creative Services Manager

Directed the development of marketing tools and materials in support of Corrugated Packaging's sales' initiatives, upholding brand standards while ensuring consistency of content across all channels including the proper use of intellectual property.

- » Spearheaded advertising and digital marketing campaigns



- » Oversaw the creation of collateral which consisted of external-facing sales presentations, case studies, success stories, product marketing videos, brochures and sell sheets
- » Maintained an existing library of 300+ sales support materials across 35 market segments
- » Managed industry trade shows from driving strategy to the development of exhibit creative briefs, promotional materials, sponsorship signage, and booth graphics through execution and onsite supervision
- » Administered the creative services' advertising and trade show budgets
- » Contributed over \$400 million to the sales pipeline through trade show participation, sponsorships and related marketing activities that resulted in a 940% return on investment (ROI)
- » EXHIBITOR Magazine All-Star Awards winner

Network Communications, Inc. – Lawrenceville, Georgia

7 | 2009 - 12 | 2011

Social Media Production Manager

Oversaw the setup and on-boarding process for Digital Sherpa, an Internet marketing service that employed social media tools and networks to improve SEO and attract qualified leads for apartment communities and small businesses

- » Managed a team of account managers, web designers, and production personnel in fulfilling an average of 50 orders per month while achieving 100% on-time delivery
- » Provided monthly support and ongoing maintenance for 1200 blogs

7 | 2006 - 7 | 2009

Creative Services | Design Team Manager

Supervised an in-house creative team in the production of custom ads and promotional materials for distributors of *The Real Estate Book* brand

- » Engineered a plan that effectively re-branded the team as Creative Services and relaunched the department as the ad agency of *The Real Estate Book*
- » Led the development of a distributor website that was awarded a Certificate of Excellence from Graphic Design USA's American In-house Design Awards competition

Certifications

Inbound Certified, HubSpot Academy, May 2023

Digital Marketing Certified, HubSpot Academy, April 2023

Candidate – Certified Trade Show Marketer (CTSM), Northern Illinois University

Education

Middle Tennessee State University – Murfreesboro, Tennessee

Bachelor of Fine Arts (B.F.A.) Major: Graphic Design | Minor: Photography

Georgia Institute of Technology – Atlanta, Georgia | Certificate: Website Design

Technical Skills

Adobe Creative Suite | Basecamp | Canva | Constant Contact | Dropbox | Eloqua | Google Workspace | Microsoft 365 + Teams | Microsoft Sharepoint | monday.com | Salesforce | Slack | Smartsheet | Zoom

