






HILARY POPE
MARKETING • DESIGN • CONTENT

SUMMARY & OBJECTIVE

Creative marketing-communications professional with a knack for versatility, a self-starting mentality, the ability to pivot and reframe on-the-go, and a host of utilitarian content and design skills that can easily round out and support creative teams.

Actively seeking an engaging remote or hybrid position within an agile organization that will allow me to leverage my master's degree and 11+ years of furniture industry experience, ideally in a creative marketing, communications, and/or design-centric role.

CONTACT INFO

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EDUCATION

ITHACA COLLEGE
Ithaca, NY • May 2010 through May 2012
MS, Strategic Communication

ITHACA COLLEGE
Ithaca, NY • August 2007 through May 2010
BS, Communication Management & Design

GREENSBORO DAY SCHOOL
Greensboro, NC • June 2007

SKILLS & EXPERTISE

Branding & Content Creation
Copy Writing / Executive Ghostwriting Graphic
Design for Digital & Print Applications
Tradeshow & Event Planning / Coordination
Marketing Project Management
Licensing Compliance & Brand Partnerships
Sales Team Support

PROFESSIONAL EXPERIENCE

MARKETING MANAGER, PARKER HOUSE FURNITURE

Eastvale, CA (Remote) • March 2023 through June 2024

- POSITION SUMMARY** – Hired remotely as the head of the Marketing Department, originally tasked primarily with design, imagery management, event marketing and sales support.
- GRAPHIC DESIGN & COLLATERAL PREPARATION** – Spearhead all graphic design and typography projects for digital use as well as small and large format print collateral (hangtags, floor decals and mats, banners, easel back posters, table tents, sell sheets, etc.)
- IMAGERY MANAGEMENT** – Manage the company's catalog of imagery; maintaining naming standards, cycling new and discontinued products in and out, improving on filing systems, ensuring that new imagery is uploaded to all required web applications. Interface with photography studios, create shot lists for new products, oversee photo shoots. Work with Imagine.io to build product models and create lifestyle and silo images for new and existing SKUs.
- COPYWRITING** – Responsible for all new written content as it relates to product copy, collateral, press, web, and other various channels.
- WEBSITE / WEB APPLICATION CONTENT MANAGEMENT** – Responsible for the upkeep of the company website via existing Shopify platform as well as the copy and imagery fields within organization's Salsify product feeds and product photos within AMP platform.
- FURNITURE MARKETS** – Oversee showroom planning for quarterly High Point and Las Vegas markets, navigating everything from invitations, Point of Purchase displays, and digital 360° showroom tours to trade-media publicity and the creation of promo / sales prep materials.
- SALES SUPPORT** – Assist in account-specific projects as it relates to design and graphic coordination, developing white label / retailer-specific POP and other requested collateral.
- DEPARTMENT MANAGEMENT** – Manage a team of three (and occasional contractors) to create a cohesive and marketing department that balances each individual's strengths and weaknesses.

MARKETING MANAGER, HOOKER FURNISHINGS

High Point, NC (Hybrid) • January 2021 through February 2023

- POSITION SUMMARY** – Originally hired as a marketing-communications and licensing manager, this was constantly evolving throughout my tenure with the company, encompassing more duties, touchpoints, long-term projects, and design-related tasks as time progressed.
- INTERNAL COMMUNICATIONS** – Responsible for the rollout of a "Communications" email address to connect far-flung divisions to each other by sharing internal news and events. Utilized this email to send out internal blasts on everything from new hires and potlucks to reorganizations to major corporate initiatives. Wrote in numerous purposefully crafted "voices" that paired along with the specific content that was being disseminated.
- INTERNAL NEWSLETTER** – Responsible for the conversion of an outdated print newsletter to a fresh, energetic digital newsletter that aligned with internal company campaign ("One Company, One Team") and sought to close divisional gaps. Bi-annual release that I conceptualized, designed, and wrote as a team of one.
- PR** – Covered interim PR duties after the company ended an ongoing partnership with a PR firm and before a full time PR director was onboarded. Worked with each of the Hooker Legacy brand product teams to create collection copy and aggregate product information for new product press releases for Market. Responsible for additional press surrounding the Susan G Komen license as well as a major philanthropic undertaking. Actively engaged with members of the trade press to maintain mutually beneficial working relationships and reach wider audiences with various types of company news.
- COPY WRITING / PRODUCT COPY** – Responsible for all product "romance copy" for the Scott Living and Drew & Jonathan collections in association with Scott Brothers Global. Also covered general website copy, brand-specific copy, collection copy, and individual product copy, running the gamut from introductory price point accents to ultra-high-end bedroom and dining groups.
- GHOST WRITING** – Frequently acted as ghostwriter for the CEO and other company executives, penning letters, addresses, and general written remarks directed at employees as well as general stakeholders and company shareholders.
- GRAPHIC DESIGN & COLLATERAL PREPARATION** – Tasked with all sorts of graphic design and typography projects (both digital and print) ranging from brand creation and logo design to smaller scale tasks like internal email graphic headers. Created Sales materials for many of the Hooker brands, encompassing everything from PowerPoints to Pitch Decks, brochures to QR cards, window decals to licensing fact sheets. Assisted in design and procurement of promotional giveaway items. Designed (and sometimes sourced) signage of all types. Designed letterhead, presentation templates, email templates, and ultimately reworked the corporate logo (a strategic effort to help link Hooker Furnishings to the letters "HF" for an eventual total rebrand) that rolled out at the April 2023 Market.

DIGITAL TOOLBELT

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Lightroom CC
Imagine.io 3D Modeling Platform
Shopify
Salsify
AMP
Kuula
WordPress
Constant Contact
Mail Chimp
Microsoft Office Suite
Mac & Windows Platforms

AUXILIARY ROLES

DIVERSITY, EQUITY, AND INCLUSION - AIDE COUNCIL

Supported HR in the branding, launch, and internal communication campaign for the Hooker Furnishings AIDE (*Advancing Inclusion, Diversity and Equality*) Council and was later chosen to serve on the committee as a member.

CORPORATE SOCIAL RESPONSIBILITY - CARE COUNCIL

Founding member of the CARE (*Community Action & Responsibility for Our Environment*) Council – assisting in the branding and launch alongside a group of C-Suite executive sponsors and representatives from each of the company’s locations. Sat on both the Social and the Environmental Boards. Created, wrote, and designed the company’s first Corporate Social Responsibility Report in 2021, expanding it in 2022 from 14 pages to 45, giving stakeholders a comprehensive view of the organization’s efforts to become good corporate citizens.

CORPORATE PHILANTHROPY PROGRAM

Spearheaded and jumpstarted a company-wide effort to standardize Hooker Furnishings’ corporate giving policies throughout the company’s 12 divisions, both domestically and internationally. Strategically created a process to ensure that corporate giving matched the company’s publically stated values and promises in a variety of categories.

EARLIER WORK HISTORY

CONTENT WRITER + SEO

VELUM PARTNERS dba ELEPHANT STRUCTURES
Greensboro, NC • January 2012 through May 2012

MARKETING ASSISTANT

GEFEN PRODUCTIONS + THEHOME.COM
High Point, NC • September 2011 through January 2012

MARKETING INTERN

HOWELL, LIBERATORE & ASSOCIATES, INC.
Elmira, NY • January 2010 through May 2010

- **CROSS-FUNCTIONAL TEAM EFFORTS** – Frequently collaborated with social media team, PR team, licensing team, events team, sales team, and others to keep our branding and messaging consistent, making sure that everyone was in possession of the same materials and had everything they needed to accomplish their individual goals. Sat on DEI and CSR committees, assisting in their initial branding and rollouts as well as contributing to each as a member. Wrote and designed the first and second (2021 and 2022) Hooker Furnishings CSR Reports for examination by external regulating bodies as well as shareholders and other stakeholders.

**Position eliminated in a company-wide earnings-related layoff*

MARKETING COORDINATOR, LEGGETT & PLATT, INC.

High Point, NC • April 2015 through July 2020

- Marketing strategy and sales support for a leading furniture components manufacturer.
- Event and trade show coordination/project management for three major furniture trade shows per year (*Spring & Fall High Point Market, Hickory Furniture Manufacturing Expo*) as well as local furniture sample sales.
- Direct sales support for regional, national, and international sales teams within Leggett’s Home Furniture Components Group. Regular sales report management and analysis.
- Ongoing cross-functional team support and project management for groups pertaining to new product development, product promotion, and product testing services, among others.
- Graphic design work, including brochures, internal and external presentations, internal training materials, handouts, signage, and occasional videos.
- Served as liaison between local offices and Leggett’s creative services department.
- General administrative management at the local office level.

**Position eliminated during a COVID-19 related company-wide layoff*

MARKETING COORDINATOR, CAROLINA MATTRESS GUILD

Thomasville, NC • May 2012 through November 2014

- All-encompassing marketing-communications efforts for regional mattress manufacturer.
- Graphic design tasks, including logos, brochures, posters, product specification cards, invitations, e-mail blasts, photo editing, web graphics, print materials, and more.
- Acquiring/managing company trademarks, domain names, and sources of brand equity.
- Top-down Point of Purchase management; display design, order management and fulfillment, worked with sales reps and/or individual retailer accounts to determine needs.
- Web content creation/management and social media management via various channels, with the primary goal of increasing brand recognition, connecting with/engaging consumers, and reaching out to our B2B customers/vendors/other businesses (*Outlets utilized include blog, Facebook, Twitter, Pinterest, YouTube, Instagram, Google+, GoodBed.com, and LinkedIn*).
- Media relations in the form of press releases, press kit creation and distribution and various other forms of media outreach.
- Showroom planning for quarterly furniture industry trade shows (*Spring/Fall High Point Markets and Summer/Winter Las Vegas Markets*), navigating everything from new Point of Purchase displays and floor plans to trade-media publicity and the creation of promotional pieces and sales prep materials.
- Assisted in the launch of the Scott & DuVal luxury line by designing the branding and collateral (*logo, website, imagery, copy, etc.*), managing the launch of tailored marketing materials to retailers, and maintaining brand standards to promote overall growth.
- Additional sales support, working with e-commerce accounts, independent brick and mortar stores, regional chains and national accounts (*Sleepy’s, DFW, Haynes, Purchasing Power, etc.*)

**Position eliminated due to company closure*