

HILARY POPE

MARKETING | COMMUNICATIONS | CONTENT | CREATIVE DIRECTION | COPYWRITING | DESIGN

hilary.p.pope@gmail.com | 1372 Trafalgar Drive, High Point, NC 27262 | (607) 339-5220 | [Linkedin.com/in/HilaryPope](https://www.linkedin.com/in/HilaryPope)

Creative marketing and communications professional with a knack for versatility, a love of kitsch, and a talent for finding the right message, medium, or solution for the moment. Equally comfortable developing strategy, writing content, designing collateral, and supporting cross-functional creative teams. Seeking an engaging remote or hybrid opportunity within an agile organization where I can leverage a master's degree and 13+ years of furniture industry experience in a creative marketing, communications, branding, or design-centric role.

» WORK EXPERIENCE

PORTFOLIO: www.HilaryPope.work

THEODORE ALEXANDER

January 2025 - June 2026

Marketing Manager

- Led integrated marketing communications initiatives for Theodore Alexander, supporting brand development, product launches, retail expansion, advertising, events, and multi-channel communications across luxury furnishings brands
- Played a key role in launching Theodore Alexander's first direct-to-consumer retail showroom, the Manhasset Design Center, developing marketing strategy, promotional campaigns, event programming, direct mail, advertising, and sales support materials from pre-opening through ongoing operations
- Built the Manhasset Design Center's social media presence, growing Instagram to 820+ followers and Facebook to 1,700+ followers within 10 months through content strategy and audience development
- Developed content strategies across social media, web, email, print, and digital channels for Theodore Alexander, Manhasset Design Center, and World Casa, including product descriptions, website content, sponsored articles, digital campaigns, and customer communications
- Designed print and digital marketing assets including advertisements, brochures, invitations, signage, banners, sales materials, promotional items, and showroom collateral
- Managed advertising campaigns across trade publications, shelter magazines, digital outlets, and retail media
- Planned and executed customer and industry events across three High Point Furniture Markets, including support for the 20th Anniversary of the Althorp Living History Collection and Theodore Alexander's participation in a Hamptons designer showhouse
- Directed professional photography projects and managed relationships with agencies, media partners, vendors, and production suppliers
- Executed direct mail campaigns reaching 30,000+ qualified households in Manhasset and the surrounding markets
- Collaborated with executive leadership, sales, merchandising, international marketing teams, external PR partners, and showroom management to execute integrated marketing programs

PARKER HOUSE FURNITURE

March 2023 - June 2024

Marketing Manager

- Led the Marketing Department for a nationally distributed furniture brand, overseeing creative development, imagery management, event marketing, digital content, sales support, and team leadership in a fully remote environment
- Directed and executed all graphic design and production of marketing materials, including advertisements, hangtags, point-of-purchase displays, signage, banners, sell sheets, floor graphics, and promotional collateral
- Managed the company's product imagery library, maintaining asset organization, naming standards, product lifecycle updates, and distribution across web applications and marketing platforms

- Coordinated product photography initiatives, developing shot lists, managing relationships with photography studios, and overseeing image production for new product introductions
- Partnered with Imagine.io to develop digital product models and create room scenes and product imagery supporting merchandising, marketing, and e-commerce initiatives
- Developed product copy, marketing content, press materials, website copy, and sales communications across multiple customer-facing channels
- Managed website content and digital product information through Shopify, Salsify, and AMP platforms, ensuring accuracy of product copy, imagery, and merchandising assets
- Planned and executed marketing initiatives for quarterly High Point and Las Vegas Furniture Markets, including showroom preparation, invitations, point-of-purchase displays, digital showroom tours, media outreach, and sales support materials
- Supported key retail accounts through the development of custom white-label marketing materials, retailer-specific point-of-purchase displays, and account-focused promotional assets
- Managed a team of three marketing professionals and external contractors, directing workflow, project prioritization, and creative execution across multiple business functions

H O O K E R F U R N I S H I N G S

Marketing Manager

January 2021 - February 2023

- Managed marketing communications, licensing initiatives, corporate communications, content development, graphic design, and branding projects for a publicly traded home furnishings company
- Established and managed a company-wide internal communications program, connecting divisions across the organization through employee news, announcements, events, and corporate initiatives
- Conceptualized, designed, wrote, and produced a biannual digital employee newsletter, transforming a legacy print publication into a modern communications platform
- Supported PR efforts during a departmental transition, developing collection narratives, press materials, licensing announcements, and communications for major brand initiatives and philanthropic programs
- Built relationships with trade media partners to promote product launches, licensing programs, company milestones, and corporate news
- Developed product, brand, and website copy across multiple collections and price points, including licensed Scott Living and Drew & Jonathan Home furnishings in partnership with Scott Brothers Global
- Served as a ghostwriter for executive leadership, developing speeches, shareholder communications, employee messages, executive correspondence, and corporate announcements
- Designed print and digital marketing materials including presentations, brochures, pitch decks, licensing materials, promotional items, signage, branded templates, and corporate identity assets
- Led the redesign of the company's corporate logo and supporting brand assets as part of a long-term corporate rebranding initiative
- Collaborated with social media, PR, licensing, sales, events, and executive teams to maintain consistent messaging and brand standards across the organization
- Contributed to DEI and CSR initiatives, supporting branding, communications, and program development efforts while writing, designing, and producing the company's 2021 and 2022 Corporate Social Responsibility Reports

L E G G E T T & P L A T T

Marketing Coordinator

April 2015 - July 2020

- Coordinated event planning, project management, and logistics for sales initiatives and furniture industry trade shows
- Supported regional, national, and international sales teams within Leggett & Platt's Home Furniture Components Group through sales reporting, customer support, and business analysis
- Collaborated with product development, testing services, marketing, and sales teams to support new product introductions, promotional initiatives, and cross-functional projects

- Developed marketing support materials including brochures, presentations, handouts, signage, and video content for internal and customer-facing initiatives
- Served as the primary liaison between local business units and the corporate creative services department, coordinating marketing requests and project execution
- Provided office operations, project coordination, and administrative support for the local business unit

CAROLINA MATTRESS GUILD

Marketing Coordinator

March 2012 - November 2014

- Led marketing, communications, branding, and creative initiatives for a regional mattress manufacturer, supporting product launches, retail partnerships, trade events, and brand development efforts
- Designed a wide range of print and digital marketing materials including logos, brochures, advertisements, product specification cards, invitations, email campaigns, web graphics, photography assets, and point-of-purchase displays
- Managed company trademarks, domain names, and other brand assets, ensuring consistency and protection of corporate intellectual property and brand equity
- Directed point-of-purchase programs from concept through fulfillment, designing retail displays, managing orders, and collaborating with sales representatives and retail partners to support merchandising initiatives
- Developed and managed content across websites, social media platforms, and digital channels to increase brand awareness, engage consumers, and strengthen relationships with retailers, vendors, and industry partners
- Created website content, blog articles, social media campaigns, and digital marketing communications across platforms including Facebook, Instagram, Pinterest, YouTube, LinkedIn, Twitter, and GoodBed
- Managed media relations efforts through the development and distribution of press releases, press kits, and promotional materials supporting product launches and company initiatives
- Planned and executed marketing support for quarterly High Point and Las Vegas Furniture Markets, including showroom prep, floor planning, point-of-purchase displays, promo materials, media outreach, and sales collateral
- Played a key role in launching the Scott & DuVal luxury mattress brand, developing brand identity, logo design, website content, marketing collateral, product imagery, and retailer-facing launch materials
- Maintained brand standards and marketing consistency across all customer touchpoints while supporting the growth and market positioning of both core and luxury product lines

» EDUCATION

Master of Science (M.S.), Strategic Communications	Ithaca College		Ithaca, NY		2012
Bachelor of Science (B.S.), Communication Management and Design	Ithaca College		Ithaca, NY		2010

» SOFTWARE & TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat) • Microsoft Office Suite • Shopify • Salsify • AMP • Mailchimp • Constant Contact • Kuula • Matterport • Imagine.io 3D Imagery App • Digital Asset Management • Email Marketing Platforms • Social Media Management • Sprout Social • Canva • Web Content Management Systems • Both Mac & Windows Platforms