

Thea Hillman

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Award-winning author and communications specialist with a passion for working collaboratively to make the world a better place to call home

Account Manager, Culver Company, 2014 to present

- Develop prevention-based public safety outreach plans for electricity and natural gas utilities
- Provide metrics and behavior change effectiveness data aligned with regulatory, audit, insurance requirements
- Write articles for industry publications and develop content for corporate blog and social media posts
- Develop and deliver presentations to utility executives and other stakeholders
- Analyze and translate market research results to improve programs and develop new revenue opportunities

Strategic Communications Consultant, 2013-2014

- Managed all corporate marketing efforts, including industry ratings and awards nominations, as well as new mission statement, vision, and values for 3Degrees Inc., a renewable energy company
- Provided strategic consultation, messaging, and all copy for Los Angeles City Library System Strategic Plan
- Named a national partnership of congressional members, foundations, government agencies, and non-profits
- Developed TV and print advertising concepts for Clipper Card, AC Transit, and Solano County Transit Authority

Communications Manager, Rockwood Leadership Institute, 2011-2013

- Planned and developed all communications including collateral, web properties, and electronic media
- Collaborated with leadership and cross-functional teams to identify on-going communications opportunities
- Wrote and produced blog entries, electronic newsletter, email blasts, web updates, and social media content
- Built blog posts, emails, and webpages using HTML, WordPress, custom CMS, ExactTarget, and Salesforce
- Tracked and analyzed relevant metrics for website, blog, earned media, email, and social media
- Managed external contractors and service providers

Senior Environmental Specialist, San Francisco Department of the Environment, 2005-2011

- Designed, managed, and evaluated marketing and outreach campaigns to motivate behavior change
- Integrated social media, earned media, paid advertising, guerilla marketing, and grassroots organizing tactics
- Developed mission statement, brand, and messaging for talking points, opinion editorials, and other materials
- Managed redesign of department website and the development of a public recycling and disposal database
- Built partnerships with City agencies, regional environmental non-profits, community groups, and businesses
- Organized and facilitated large events, meetings, and brainstorm sessions with diverse stakeholders
- Designed research and analytical tools such as focus groups and surveys
- Supervised contractors and vendors; solicited and evaluated proposals
- Recruited, trained, and managed staff

Senior Copywriter, Underground Advertising, 1999-2005

- Researched and developed working knowledge of a wide range of social and environmental issues
- Worked effectively with account managers, art directors, and clients to develop and implement strategy

- Created concepts and campaigns for radio, television, outdoor, online, and print media
- Wrote winning taglines and organization names, and copy for broadcast, print, and electronic communications
- Pitched ad concepts to clients; participated in all aspects of client relations

Managing Editor, Miller Freeman Inc., 1994-1998

- Conducted interviews and authored articles in industry publications
- Designed and produced books, directories, magazines, newsletter, buyers' guides
- Maintained database; oversaw programming and data entry

Capabilities: Content, Customer Relationship Management, Email Marketing, Web

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| • Microsoft Office | • MailChimp | • WordPress |
| • Salesforce | • Constant Contact | • Drupal |
| • Sugar | • ExactTarget | • Custom CMS |

Education

Master of Fine Arts, English-Creative Writing, Mills College, Oakland, CA, 1999

Bachelor of Arts, Community Studies, College Honors and Honors in the Major, U.C. Santa Cruz, 1994

Related Skills and Memberships

- Author of *Intersex: For Lack of a Better Word*, 2008; *Depending on the Light*, 2001
- Trained Mediator, San Francisco Community Boards and Non-Violent Communication
- Member, Mills College Board of Trustees, 2000-2003