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PROFESSIONAL PROFILE

International marketing strategist with proven success in multicultural and fast-paced environments. A unique skillset in developing and managing marketing collateral and international projects for driving business and client growth in the global transport and public event sectors. Proven ability to drive innovation to generate new products and revenue streams leveraging new technologies and market trends.

EDUCATION & QUALIFICATIONS

2021 Master of Fine Arts-Studio Art, National University of Ireland Galway, Burren College of Arts, Ireland

2018 Certification of General Studies, Central New Mexico Community College, Albuquerque, NM, USA

2018 Associate of Arts of Fine Arts, Central New Mexico Community College, Albuquerque, NM, USA

2015 Bachelor of Fine Art-Studio Art, Minor-Entrepreneurship, Santa Fe University of Art and Design, Santa Fe, New Mexico, USA

2014 Associate of Arts of Liberal Arts, Central New Mexico Community College, Albuquerque, NM, USA

2014 Entrepreneurial Development and Business Administration Training Certification, Technology Ventures Corporation (TVC), Albuquerque, New Mexico, USA

2013 Associate of Applied Science of Integrated Studies, Central New Mexico Community College, Albuquerque, NM

2013 Intellectual Property Training Certification, USA

Technology Ventures Corporation (TVC), Albuquerque, New Mexico, USA

1984 Certifications in Audio Engineering and Film and Video Production, Full Sail University, Orlando, Florida, USA

EMPLOYMENT

2021-Present Interdisciplinary Artist and Researcher, Connemara, Co. Galway, Ireland

- Conduct primary research on Connemara ecology, Celtic folklore and mythology
- Prepare literature reviews, publish case studies and participatory research development
- Review, evaluate and synthesise multiple forms of data through interdisciplinary art practice
- Research and develop grant proposals from foundations, government agencies and corporate philanthropies to fund art, research projects and exhibitions
- Create, design, print management marketing campaign, website and brochure for exhibitions
- Founded, developed, and project managed an artist residency programme

2019-2022 Teaching Assistant – National University of Ireland Galway, Burren College of Arts

- Planned, organised and implemented appropriate lesson plans to enhance skill development for undergraduates, post-baccalaureate and graduate students
- Wrote and implemented curriculum to meet students' needs
- Motivate learning and team building through informative communications

2005-2019 CEO – Raven Hill Designs, LLC, Albuquerque, New Mexico

- Implement, quantify, monitor trends and track performance creating a client survey (CSAT) focusing on over 4000 stakeholders through CRM to develop future content to meet the needs of clients
- Produce marketing content for Artisan Expo, the largest art instructional and materials in-person event, trade show and exhibition in the world, holding over 120 workshops, demonstrations and 86 art manufacturers in Santa Fe, New Mexico, USA
- Conduct interviews of 20 international folk artists with translators
- Produce and edit 150 hours of video editorial and content for a marketing campaign fundraising over \$6million
- Content strategist for the IFAM International Folk Art Market, the world's largest folk art in-person event, trade show and exhibition hosting more than 1000 master artists from 100 countries, offering business-development B2C and entrepreneurial education workshops, attracting over 193,000 visitors and an economic impact of \$112 million and more than 6,700 volunteers held in Santa Fe, New Mexico, USA
- Coordinated mission control command centre and daily briefed aviation experts and international media on projects progress, types of technology utilised and the morale of pilots representing Two Eagles Balloon Team

- Recruited and administered translation media content in 4 languages, Russian, Japanese, Spanish and German, for stakeholders
- Achieved international media circulation of over 5 million by conducting over 500 interviews, daily press releases, photographs, audio and video content to BBC, ABC, CBS, NBC, FOX, NPR, National Geographic, Reuters, Associated Press, ITAR-TASS, RIA Novosti, Interfax, REGNUM, DPA, Yahoo News, Google News, PRI, Good Morning America, USA Today, Anderson Cooper
- Administered interviews, daily briefs and met deadlines for international media conglomerates and their affiliates
- Protocol liaison and public relations representative for international governing bodies in the United States, Russia, Mexico and Japan
- Collaborated with an international team; command centre director, meteorologist, liaison officer, launch master, flight tracker, recovery crew coordinator, aeronautic association observer, flight surgeon, flight scientist and technical advisors representing an aviation team from the United States of America and Russia that broke two FAI ratified world aviation records
- Utilising competitor activity to capitalise, created and monitored real-time media content for America's premier distance races for gas balloons, America's Challenge and the oldest and most prestigious event in aviation, the Coupe Aéronautique Gordon Bennett on social media; LinkedIn, Twitter, Facebook and Instagram
- Produced material of visual impact through videography, photography, graphic design for print media, flipbooks, eBooks, email templates, package development and web design
- Organise and produce live streaming production, webcasting, and audio conferencing, creating a virtual event for the earth's biggest hot air balloon festival, estimating over 900,000 guest visits, an economic impact of \$186.82 million and more than 1000 volunteers
- Clients include United States Federal and State Governments, Albuquerque Balloon International Fiesta, America's Challenge, Artisan Expo, New York Life Insurance and International Folk Art Market

2012-2014 President – ArtWorks CNM Art Club, Albuquerque, New Mexico, USA

- Increased membership and club participation by 95%
- Reported scheduling, managing budget, risk assessment, agenda, entertainment contracts, catering and hospitality sponsors to the Dean of Students, the Student Activities Office and other stakeholders
- Founded ArtWorks Art Fair, project managed thirty-six creative workshops, Grammy award-winning entertainment, catering, sponsorship and volunteers

SKILLS PROFILE

Communication: leadership and social influence as lead designer and print manager for graduate exhibition, brochure and flipbook collaborating with artists, Ciarán Smith Director, gallery manager, facility staff, accounts manager, John O'Donohue Literary Estate and Patrick T Murphy Director of the RHA and curator.

Problem-solving: resolving growth stagnation and logistical issues as marketing technologist, identified, created and developed marketing collateral directed at new client acquisition B2B and B2G ticketing service contracts for events with large foot flow, solving SaaS technological dilemma which spearheaded the development of barcode scanning technology using mobile phones now standard technology in the events ticketing sector.

Marketing: project managed and tracked high-impact marketing campaigns; creating key milestones, performance indicators accelerating sales – acquiring and purchasing large scale B2B and B2G databases in the transportation industry to develop cold call and email campaigns resulting in new client acquisitions, meeting pipeline and revenue goals.

IT Skills: MAC/PC: All Microsoft Software, Adobe Creative Suite, After Effects, Final Cut Pro, Premiere Pro, Logic Pro X, Avid Pro Tools, RStudio, HubSpot, Zoho CRM, Marketo, Outreach, Mailchimp, Zotero, Zoom, QuickBooks Pro, SEO, SEM

REFEREES

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