

DOUGLAS WADE HUNGERFORD

(317) 796-4089

douglas.hungerford@gmail.com

MARKETING, COMMUNICATIONS & DIGITAL MEDIA

Creative, data-driven marketing & digital media director with nearly 10 years of experience developing successful, integrated, targeted and trackable campaigns for leading global brands.

CONSULTING & CONTRACTING EXPERIENCE

PricewaterhouseCoopers (PwC) - Remote

Marketing & Communications Manager

Apr. 2016 - Present

Manage and design the messaging and communications for the launch of PwC's new Network Information Security (NIS) division. Actively drive the development of new methods / processes that will most effectively gain key stakeholder and senior leadership buy-in for comprehensive Information Security transformation. Plan / develop presentations, white papers, team reports and other strategic collateral regarding performance and new initiatives to a global audience.

Designed and manage the NIS team's weekly and monthly project reporting tools, defining the qual and quant metrics, as well as analyzing all results and aggregating the data for senior leadership to make quick, informed decisions.

American Association for the Advancement of Science - Washington, D.C.

Senior Digital Marketing Manager

Jan. 2016 - Apr. 2016

Provided senior marketing support and leadership for the world's largest general scientific society, with 127,000 individual and institutional members. Worked directly with editors and publishing team to understand needs for each journal and build high impact lead generation campaigns to increase visibility, interactions and subscriptions. Measured and reported on campaign effectiveness, interpreting end-user data from e-mails, event promotions, web & social media posts and advertisements. Recommended new outreach strategies for remarketing efforts to increase ROI.

Developed and oversaw the annual marketing plan to support the family of *Science* journals, including the timely and successful launch & promotion of two completely new journals and 11 niche booklets for 2016.

Bloomberg BNA - Arlington, VA

Marketing & Digital Media Manager

Oct. 2015 - Jan. 2016

Developed and executed cross-platform marketing (digital, social, print, display & editorial) strategy to promote a wide range of custom and topical events related to law, government, education, finance and business. Provided direction for marketing copy, design, on-site branding, and campaign themes, as well as establishing target audiences, e-mail lists, distribution channels and schedules, and integration among internal creative teams to achieve coordinated, timely execution of projects.

Created drip e-mail campaigns, built landing pages and developed marketing tactics to secure audience registration, attendance and sponsorships for events that exceeded \$100,000 in revenue generation for private and corporate clients, including Dell, Accenture, Chazey Partners, Wiley Rein LLP, and Nuclear Matters.

Rosslyn Business Improvement District - Arlington, VA

Marketing & Digital Media Consultant

June 2015 - Oct. 2015

Analyzed overall marketing & digital media efforts to consult on process improvements, communications strategy, and brand awareness / perception for Arlington's premier business district. Managed and led strategic initiatives for social media accounts (tripling growth & interactions for Facebook, Twitter & Instagram), PR contractors, internal & external creative teams, and marketing campaigns and events.

Drafted new communications plan for FY16 (July fiscal year) based on \$500k annual budget, current staffing and outsourced contracts.

Developed event marketing campaign for 25th Annual Rosslyn Jazz Fest, including design and creation of promotional microsite (10,000 visits, 20,000 page views in one month), Facebook & Google ads (\$0.23 CPC).

RESOURCES

doughungerford.com

[/douglashungerford](https://www.linkedin.com/company/douglashungerford)

[/hungerfordcomm](https://www.youtube.com/channel/UC...)

EDUCATION

Master of Business

Administration

[Florida International University](http://www.fiu.edu)

2012 - 2014

B.A. in Journalism &

Mass Communications

[Indiana University](http://www.indiana.edu)

2006 - 2010

SKILLS

Integrated Marketing Campaigns
Marketing Strategy
Digital Media Strategy
Digital & E-mail Marketing
Drip E-mail Creation & Campaigns
Social Media Strategy & Analytics
Social Media Engagement
Search Engine Optimization (SEO)
Digital Advertising: CPC, CPA, CPE
Market Research & Analysis
Event Planning & Marketing
Website Editing & Development
Project Management
Content Development
Brand Management
Process Improvement
Copy Writing & Editing
Photography & Videography
Creative & Graphic Design
Financial Planning & Budgeting
Financial Analysis
Team Leadership

TOOLS

Adobe Creative Cloud
Adobe Analytics, Google Analytics
Google AdWords, Bing Ads
Facebook, Instagram, Twitter Ads
SalesForce Marketing Cloud
Eloqua, Mail Chimp, Exact Target
Simply Measured
InMotion, Workfront, Basecamp
Cision Media Database
SurveyMonkey, Qualtrics
Wordpress, Drupal, Ektron
Hootsuite, TweetDeck
Office 365, Keynote, Prezi, Visio

DOUGLAS WADE HUNGERFORD

DIRECT HIRE EXPERIENCE

Florida International University - Miami, FL

Assistant Director, Marketing & Digital Media (2012 - 2015)

Marketing & Digital Media Specialist (2011 - 2012)

May 2011 – June 2015

Provided institution-wide marketing, digital media direction and project management for the fourth-largest university in the nation, with more than 54,000 students and 200 academic programs. Generated and strategized print, web and social media content to increase recruitment, build brand awareness and enhance academic reputation. Managed the branding coordinator, social media strategist and two multimedia producers.

Created and led FIU's Branding & Licensing department, overseeing licensing revenue growth of 15% and generated new university branding website.

Proposed Facebook and Instagram ad spend increase from \$500/month to \$5,000/month for promoted posts, resulting in 80,000 new followers over one-year period, a 500% increase in interactions and helped acquire a record number of out-of-state applicants.

Successfully campaigned 65% of the community to vote "Yes" to critical FIU expansion initiative onto 186 acres of adjacent fair grounds through \$500,000 print and digital ad campaign.

Led marketing and branding campaign, and received "Presidential Excellence Award," for three nationally recognized programs: Wall of Wind (2012), Aquarius Undersea Lab (2013) and TEDxFIU (2012 - 14). Wall of Wind and Aquarius each received millions of unique impressions through television, print and digital coverage.

Citibank - Miami, FL

Communications Specialist - LATAM & the Caribbean

July 2010 - May 2011

Facilitated communications between Citi's corporate office and its 23 franchises in Latin America and the Caribbean, including strategic plans, marketing initiatives, financial updates and internal news releases.

Assisted in the planning and implementation of internal events, including the biannual Public Affairs' Offsite Meeting in Miami, using a budget of \$40,000 for 50-plus employees from across Latin America and the Caribbean.

Pervasive Technology Institute - Bloomington, IN

Digital Communications Assistant

May 2009 - June 2010

Conducted research and interviews for press releases, newsletters, and promotional materials. Created and produced "Inside PTI" - a biweekly, digital internal newsletter, and generated marketing materials for international computing conferences.

Weber Shandwick - Chicago, IL

Consumer Accounts Intern

May 2008 - Aug. 2008

Generated public relations campaigns for Harley-Davidson Motor Company, Got Milk?, Campbell's American Heart Association, and Stovetop, including \$50,000 in ad revenue equivalency for the Harley-Davidson 105th Anniversary "Ride Home" campaign.

CLIENTS & COMPANIES

