

SHALANE HUTCHINS

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WORK EXPERIENCE

CAMBRIDGE REALTY GROUP

Marketing & Technology Director

5/2014 - Present

Manage all company marketing and branding, including developing annual and seasonal marketing strategies, implementing campaigns for both online and print channels. Maintain digital marketing in social media, content/blogs, SEA (Google/Bing), email marketing and marketing events. Spearheaded web design overhaul, working directly with company developers and designers to modernize online database search, increase SEO, improve customer experience and intergrate social media for maximum consumer reach. Also operate internship program, create all internal company forms and documents and manage office personnel onboarding and technology.

MICROSOFT

Assistant Community Development Specialist/ In House Marketing

8/2013 - 1/2014

Provided Microsoft retail with organizing, planning, scheduling and reporting on our community workshops and events. Created print work including flyers, signage, brochures and other marketing materials to be used in multiple locations. Additional responsibilities included sales, trainings and supporting the business team with lead generation.

VERIZON FIOS BUSINESS (Face2Face)

Operations Manager/ Hiring Manager (Contract)

2/2013 - 7/2013

This contract position was to create, market and implement a new internship program. Responsibilities included recruiting sales staff and interns, classroom and field training on sales skills and providing daily support for the sales team. Additional responsibilities included lead assignments, dividing territory between the team, ordering supplies, scheduling, client follow-ups and closing sales with large businesses.

SPRINT (By iMobile)

Store Manager/ Certified Technician

2011 - 2/2013

Responsibilities included store operations and maximizing sales, including overseeing our full service and repair center, staffing, training, scheduling, inventory control, loss prevention, merchandising and corporate audit-compliance. Consistently achieved highest customer satisfaction ratings in the region and doubled sales over previous year.

LEADBULB, LLC.

Creative Director

2006 - 2011

Managed team collaborations between designers and developers, leading the creation of original designs for clients composed of small businesses, organizations and professionals. This included web solutions, SEO plans, maintaining social media presence, web marketing and business identity strategy for clients.

.REALESTATE

Marketing Director/ Office Manager

2009 - 2010

Managed company marketing department, including brand identity, marketing events, promos, expos and ongoing marketing campaigns, including newsletters and direct mailings. Organized all aspects of events and customer communication, creative direction of marketing and branding collateral, web marketing and advertising channels, and collaborations through our partner affiliations. Worked directly with developers to modernize listing software. Secondary responsibilities included staff training and office management.

PROFILE

My background has been in marketing, management, operations, sales, web and print design. My ideal position challenges me and allows me to use my skill set in a strong business environment with the ability to grow both professionally and personally.

SKILLS

- Advanced understanding of HTML/XHTML and CSS. Basic understanding and ability to work with PHP and Javascript.
- Adobe Creative Suite (Photoshop, Indesign, Illustrator)
- Search Engine Marketing
- Search Engine Advertising
- Google Adwords/ Adsense
- Email Marketing
- Social Networking Platforms and Campaigns
- Cross-Browser & Mobile Support
- Microsoft Office & iWorks
- OSX and Windows
- IOS, Android and Windows Mobile
- Proofreading/ Editing
- Team Leadership, Project Management and Team Communication

REFERENCES

Available upon request.