

HILLARY ROGERS

BRAND / PRODUCT / MARKETING MANAGER

I'm an LA-based marketing and advertising professional with a passion for gaming, tech, and entertainment.

PROFESSIONAL SKILLS

Integrated Product Marketing
Performance Advertising & Testing
Consumer Insights and Analysis
Marketing Science
Go-to-Market Strategy

| Atlassian Suite (Jira / Confluence)
| Basecamp | HubSpot | Wrike

Design/Production Software

| Adobe Suite | Adobe XD
| Final Cut Pro | Filmora9

Web Development/Data Management

| Squarespace | Wordpress
| Webflow | HTML | JavaScript
| CSS | Python | SQL | Microsoft Office

EDUCATION & EXTRACURRICULARS

Boston University Class of 2021
College of Communication
B.S. in Communications

TBWA\Media Arts Lab
Black@MAL Employee Resource
Group, Co-Lead
Jan 2023 - Present

CONTACT

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WORK EXPERIENCE

DIGITAL ACCOUNT EXECUTIVE, ADS | SEP 2022 - PRESENT

TBWA\Media Arts Lab – Apple (Los Angeles)

- Lead global digital campaigns for Apple TV+ and Apple hardware (Mac, iPad, and iPhone) —launching various programmatic, social, and video platforms
- Manage cross-functional comms and bridge the gap between internal and external teams
- Leverage growth marketing tools, such as asset optimization, audience targeting, and A/B testing to maximize campaign effectiveness
- Track campaign milestones from brief, to launch, to post-analysis and record new consumer insights and actionable strategies

ASSISTANT ACCOUNT EXECUTIVE, PERFORMANCE | JUN 2021 - SEP 2022

- Track campaign deliverables and deadlines with internal and external stakeholders
- Oversee asset production for 30 unique global markets and lead communications with international teams
- Work with media and planning teams to propose data-informed creative strategies based on learnings from quarterly performance tests

ART DIRECTOR – INTERN | FEB 2021 - MAY 2021

MullenLowe U.S. (Boston)

- Created evergreen and topical social media content/promotional web designs under the Burger King, JetBlue, and Humana accounts.
- Facilitated production and casting for social campaigns on TikTok, Instagram, and Twitch.
- Presented deliverables and recorded feedback in client creative reviews.

VICE PRESIDENT OF ACCOUNTS | DEC 2020 - MAY 2021

Boston University AdLab (Boston)

- Worked with other members of the Executive Board to determine scope of work for 20 12-week accounts and build teams well-suited to meet deliverable needs.
- Oversaw and maintained awareness of deliverable statuses across all agency accounts.
- Communicated regularly with team of 5 ADs on department triumphs and concerns.
- Lead weekly workshops with 30 AEs on how to lead their teams, interact with clients, and navigate the agency

ACCOUNT DIRECTOR | MAY 2019 - DEC 2020

- Supervised a total of 10 accounts under business and agency clients such as Wayfair, Hasbro, Drizly, and Hill Holliday.
- Managed deliverable status and AE-client communications, enforced deadlines, supervised creative reviews, and monitored client feedback.
- Conducted regular reports on AE performance from agency entrance interview to delivery of final assets at account-close.

ACCOUNT EXECUTIVE | JAN 2019 - MAY 2019

- Led a team of four over a 12-week contract with Tapster Boston.
- Worked with client and creative/strategy team members to uncover target insights and produce deliverables that solve brand problems.
- Oversaw client communications, presented deliverables to client at each stage, and reported feedback to both creative team and agency supervisors.