

# COLLEEN F. HINES

Marketing Strategist

## PROFILE

Marketing leader experienced developing big-picture strategies, creating and implementing integrated campaigns to drive revenue while optimizing marketing channels for highest success rates. Diverse industry background includes supply chain, technology, SaaS, healthcare, energy, education and manufacturing. Experience with startups, scale-ups, large corporations and global boards.

## AREAS OF EXPERTISE

- Strategic Planning & Budgeting
- Content Development & Thought Leadership
- Marketing Automation/Lead Generation
- Digital Marketing/Social Media
- Marketing Collateral Development
- Event Management
- Sales Enablement and Support
- KPI Analytics Tracking & Reporting

## TECHNICAL SKILLS

- CMS – Builder, Nuxt.Studio, Strapi, WordPress (Elementor & Beaver Builder), HubSpot
- CRM – Salesforce, HubSpot
- Marketing Automation – HubSpot, Active Campaign, Constant Contact, MailChimp
- Google Analytics, Matomo Analytics
- Ads - Google, LinkedIn
- Canva, Adobe Creative Suite
- HubSpot Certifications
- Blockchain certifications

## EDUCATION

### MBA

University of Illinois at Chicago (UIC) - Liautaud Graduate School of Business  
Focus: Strategic Marketing & Entrepreneurship

### Bachelor of Science

Miami University (Ohio)  
Focus: Communications & Video Production

## CONTACT

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## EXPERIENCE

### Vice President of Marketing

*Datalogics, Inc.* 2022 - Present

Adobe Portfolio company selling PDF editing software to developers, OEMs and SaaS companies.

#### **Accomplishments include:**

- Led rebranding plan including logo update and website redesign with focus on SEO and GEO. Increased website visits 70% and improved search rankings from 4<sup>th</sup> page to 1<sup>st</sup> page of Google.
- Increased leads 33% and free trial activations 35%.
- Developed 150 pieces of new content including 66 new videos, increasing YouTube subscribers 600% with 2.7 million viewers (paid & organic).
- Emails/email automation open rate 30%+ and CTR 4%.
- Implemented AI Assistant Chatbot "Scout."
- Implemented Discord server to build community and provide quick customer service options.
- Developed new documentation site and technical tutorials.

### Vice President of Marketing

*Hybrent, Inc. (now Procurement Partners)* | 2021 - 2022

B2B supply chain management SaaS for non-acute healthcare organizations. Responsible for building the brand, content development, advertising, website, digital/social media channels and trade shows.

#### **Accomplishments include:**

- Website redesign in 60 days resulting in a 25% increase in organic search acquisition.
- LinkedIn campaign with average of 0.27% CTR and 75% conversion rate.
- Researched, developed and wrote case studies, white paper and SME thought leadership content, increasing average time spent on site by 30%.

### Director of Marketing Communications

*Halo Health (Formerly Halo Communications and Doc Halo)* | 2017 - 2019

B2B technology start-up, HIPAA-compliant SaaS for enterprise healthcare systems. Responsible for the strategic planning, budgeting and development of all marketing communications, digital/social media channels, advertising, PR, trade shows & events, and thought leadership content. Developed messaging and collateral to support business development based on goals and buyer personas.

#### **Accomplishments include:**

- Event management including development of integrated marketing campaign targeting C-level attendees for largest trade show of year leading to a 60% increase in leads and a \$1.3mil increase in pipeline over previous year.
- Content creation of case studies, blogs, insights, and white papers, with weekly average CTR 23%.
- Social media, email and digital campaign development leading to +200% increase in LinkedIn company page impressions, 47% increase in CTR on email campaigns and 5% increase in PPC CTR by optimizing and focusing ads.
- Website redesign and development in 10 weeks, on-time and on-budget.
- Executed new company and product name brand launch in under 4 weeks.
- Produced analyst briefing for CEO, CCO and CTO for Gartner Research.
- Managed cross-functional internal teams as well as outside marketing vendors and agencies.

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## RECOMMENDATIONS

"Colleen is a highly intelligent, analytical and focused marketing professional who never loses sight of the objectives of the projects she has agreed to undertake and delivers exceptional results."

- Dennis Taffe, CEO/Founder, Solaris Energy LLC

"In my professional career I have not worked with a better Marketing Director than Colleen. Colleen did a number of things that were very impactful to Melink, but the most valuable for me was the sales tools and marketing materials that she developed. I was able to use these tools to land \$10.3M of revenue for the solar division in 2012 and use them to line up \$20M in 2013. It was a pleasure working with Colleen."

- Jeremy Chapman, Partner, Melink Solar Development

"Colleen is an energetic, detail-oriented person. During the time that I worked with her at Melink she showed strong vision and really brought our marketing to a higher level. She's a pleasure to work with and I strongly recommend her for any organization."

- Bryan Miller, VP of Technology, Melink Corporation

"Colleen was a key member of the Hobsons marketing team. Her work was always well thought out, on target and met the stated objectives. Additionally she kept a keen eye on the budget implications of all of her executions. She interacted well with the other members of the team and help to foster a collaborative work environment."

- Bill Johnson, VP Marketing, Hobsons

## Marketing Manager - North America

Steinert US (subsidiary of Steinert GmbH) | 2014 - 2017

Developed annual strategic marketing plan and budget, planned and executed digital and print advertising, website content, social media, national trade shows and corporate events, market research and PR activities. Designed and wrote presentations, news stories, collateral, brochures, case studies and videos. Responsible for data analytics quarterly reporting for Global Board.

- 100% increase in time spent on website in 6 months with focused content, increased web leads 60%.
- 300% increase in LinkedIn company page followers with an average of 1100+ impressions/update.
- 45% increase in trade show leads for national and regional tradeshows.
- Developed and managed annual corporate event, securing sponsorships and international speakers, educational content, and obtaining national press.
- Developed and designed quarterly customer newsletter and email campaigns, average open rate 29%.

## Vice President of Marketing/Consultant

Solaris Energy LLC | 2012 - 2014

Vice President of Marketing for solar start-up company, developed strategic business plan with CEO and presented to venture capital companies. Completed market research on solar energy and power purchase agreement (PPA) industries, including competitive analysis, market trends and customer segments. Designed and developed website including content creation and SEO, created all sales collateral.

## Consultant/Digital Marketing Manager

Milacron | 2013 - 2014

Consulted on digital marketing projects for Plastics, Aftermarket and Certified Pre-Owned businesses. Created new websites taking each site live in 60-90 days. Wrote and edited copy, updated images and developed content. Developed SEO and Google Analytics reports and managed web design companies. Assisted Marketing department with PowerPoints, national sales meeting, general marketing and integration with Salesforce campaigns.

## Marketing Director

Melink Corporation | 2010 - 2012

- Created collateral for Solar division helping sales team secure \$10.3M revenue and \$20M in pipeline.
- Developed corporate branding guidelines and social media policies, new brochures for 3 company divisions, 2 videos as well as quarterly newsletters, webinars and sales presentations.
- Directed complete web redesign and social media strategy, increasing web visitors 33% and requests for information 23% over previous year.
- Managed 15 yearly national and regional conferences, corporate events, and design of new booth.
- Secured national and local awards, PR opportunities, and speaking engagements for president of company.
- Managed inbound marketing with HubSpot and Constant Contact email marketing and webinar campaigns.

## CONTACT

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