

JENNIFER HILTON

SALEM, MA

917-803-8921 | hiltonjen09@gmail.com | linkedin.com/in/jenahilton

PROFESSIONAL PROFILE

Purpose-driven program director and communications expert inspiring high-performing teams centered on the organization's mission within a collaborative community engagement culture. Humanistic and innovative thought leader with a reputation for consistently driving philanthropic goals, strategic partnerships, and high-quality business outcomes.

PROFESSIONAL EXPERIENCE

ANNA JAQUES HOSPITAL, Newburyport, MA

08/2022 – 05/2024

Manager, Volunteer, and Greeter Services

Leadership and management of the hospital's volunteer services post-pandemic. Key outcomes:

- Managed a \$200K department budget, achieving over 11K annual hours of volunteer participation valued at \$380K.
- Monitored and evaluated learnings to double participation in an eight-week educational spring internship program.
- Recognized an extraordinary volunteer's commitment by creating the annual Anna Jaques Service Award.
- Collaborated with the MarCom department, resulting in the placement of stories across local news and social media.
- Led front desk team of 12 employees, ensuring best practices in engagement with patients and guest population.
- Member of Anna Jaques Inclusion Council in partnership with Beth Israel Lahey Health inclusive community goals.

THE NORTH FACE, Peabody, MA

10/2019 – 08/2021

Store Manager and Liaison for Public Engagement, East Region

Drove annual sales of over \$1M with a best-in-class customer experience that delivered and exceeded targeted KPIs for FY 2020, FY 2021, and the first two quarters of FY 2022. Managed store through COVID-19 closing 03/2020 – 06/2020. Reopened store 07/2020 with a critical thinking people-first approach aligned with The North Face brand values.

- Rolled out a division of responsibility (DOR) program to empower sales, stock, and management leadership teams.
- Co-led district-wide diversity, inclusion, equity, and action (IDEA) monthly presentations to store managers, allowing for complex social conversations in a safe and productive environment.
- Led loss prevention with the support of leadership teams to a historic all-time low for the store's 10-year history.

THE MAKER INNOVATION LAB LAWRENCE (THE MILL), Lawrence, MA

01/2015 – 10/2018

Maker space positioned to address economic development and social impact through entrepreneurialism in Lawrence, MA.

Organization Strategist and Nonprofit Founder

- Initiated community collaboration by hosting design charettes and field trips to envision a community maker space.
- Grant writing: MassDevelopment \$91,500 start-up funding; solicited \$50K of in-kind donations and volunteer services.
- Partnerships management with key community stakeholders: Everett Mills Real Estate, Greater Lawrence Technical School, Youth Development Organization, Merrimack Valley YMCA, and the City of Lawrence.
- Managed build-out, needs assessment, nonprofit board development, brand communications, and grant reporting.

MERRIMACK VALLEY HABITAT FOR HUMANITY, Lawrence, MA

04/2014 – 01/2018

Capacity building volunteer management, resulting in more than 30K annual hours of services valued at \$724K.

Director of Marketing and Volunteerism – promoted from Volunteer Coordinator

- Developed a volunteer growth strategy through partnerships with collaborative community nonprofits, corporate philanthropy partners, community engagement, and fellowship/internship programs with educational institutions.
- Increased audience engagement through event planning, public affairs outreach across social and traditional media, documentary film production/storytelling, print and email newsletters, and website communication.
- Management of data analysis and quarterly reporting as related to volunteering for grant reports and affiliate standing with Habitat for Humanity International. Proficiently managed overall IT systems with a third-party contractor.

LAWRENCE FINANCIAL STABILITY CENTER - LAWRENCE COMMUNITYWORKS, Lawrence, MA

5/2012 – 7/2013

A community-focused partnership of Lawrence CommunityWorks and United Way of Massachusetts Bay serving upwards of 200 families annually in achieving financial stability through education and financial literacy.

Financial Network and Marketing Manager

- Coordinated facility build-out under the supervision of the director of real estate and program directors.
- Attended regional conferences on affordable housing inequality and innovative outreach strategies to engage the target program audience for measurable results toward homeownership.
- Collaborated with program leadership on curriculum development to increase participant attendance.
- Program strategy development with leadership by engaging local banks to host first-time homebuyer classes. Oversaw contract designer on quarterly newsletters, managed interviews, writing, editing, photography, and social media.

ADDITIONAL EXPERIENCE

Brand Development—Intellectual Property Licensing

Worked with notable global brands, managing and negotiating contractual brand-licensing programs.

THE LICENSING COMPANY NORTH AMERICA (TLC), New York, NY

Director of Licensing and Senior Licensing Manager

Proficient licensing direction of intellectual property for Jim Beam Global Spirits and Reckitt Benckiser, managing a diverse program of licensees generating over \$1M in annual royalty revenue. Responsibilities included international travel.

ATARI NORTH AMERICA, New York, NY

Director of Licensing

Strategy development of brand licensing direction for Atari intellectual property and world-renowned third-party gaming titles and developers onto alternative platforms, toys, and hard-good categories, delivering \$840K in annual royalties.

THE JOESTER LORIA GROUP, New York, NY

Senior Account Executive – promoted from Associate Account Executive

Provided brand licensing leadership for DaimlerChrysler, resulting in annual retail sales of \$250M with domestic and international licensing partners. Managed brand development of product lines and marketing strategies in collaboration with licensees, corporate brand executives, and outside creative agencies.

EDUCATION

Nonprofit Leadership and Management, Graduate level coursework, INSTITUTE FOR NONPROFIT PRACTICE, Boston, MA

Nonprofit Leadership and Management, Graduate level coursework, MERRIMACK COLLEGE, North Andover, MA

Bachelor of Science (B.Sc.), Interdisciplinary Studies Communications, STATE UNIVERSITY OF NEW YORK (SUNY), EMPIRE STATE COLLEGE, New York, NY

TECHNOLOGY

- Windows
- Mac OS
- Microsoft Excel, Word, PowerPoint, and Outlook
- IT Management: Cloud computing and network storage
- CMS website development
- Social networking platforms
- Google Suite
- Workday
- StoreForce
- Volgistics, volunteer management software