



Jennifer Hilton

A multifaceted professional, experienced in both the private and nonprofit sectors, that thrives on delivering quantified outcomes aligned to goals while cultivating opportunities targeted to exceed program expectations. I am a passionate leader and team builder who believes in the value of equity, diverse perspectives, growth, and mentorship.

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Salem, MA 01970

Skills

- Brand Builder
- Entrepreneurial Solutions
- Public Speaking/Presentations
- Culturally Conscious
- Strategic Partnerships
- Media Outreach/Market Development
- Stakeholder Advocate
- ROI/KPI Reporting
- Program/Event Management

Professional Experience

THE NORTH FACE – Peabody, MA

Store Manager

2019 – 2021

Drove sales with a best in class customer experience that **delivered/exceeded targeted KPIs for FY20, FY21, and first 2 quarters of FY22**. Managed store through COVID-19 closing March 2020 – June 2020; reopened July 2020 with a People First approach as directed by The North Face values.

- Rolled out Division of Responsibility (**DOR**) program to empower sales, stock, and assistant management leadership
- Co-led district wide Diversity, Inclusion, Equity, and Action (**IDEA**) monthly presentations to store managers – allowing for complex social conversions in a safe and productive environment
- **Led loss prevention** with the support of our leadership team to a historic all time low for store’s ten year history
- Proven ability to adapt and drive results while balancing ever shifting management, customer, and store priorities

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

Volunteer Chief Organization Strategist / Founder

2015 – 2018

A maker-space positioned to tackle creative economic development/social impact through entrepreneurialism in the City of Lawrence, MA

- Secured **\$91,500 in fit-out start-up funding** through MassDevelopment, and an additional **\$50,000** value of in-kind donations and volunteer service/time
- Established key partnerships with community stakeholders including; Everett Mills Real Estate, Greater Lawrence Technical School, Youth Development Organization, Merrimack Valley YMCA and the City of Lawrence
- Managed structural build-out, brand and web communication development, and grant reporting

MERRIMACK VALLEY HABITAT FOR HUMANITY - Lawrence, MA

Director of Marketing and Volunteerism

2015 – 2017

Volunteer Coordinator

2014 – 2015

Capacity building and management of volunteers resulting in more than **30,000 annual hours of services** valued at **\$724,000 in savings**.

- Impacted growth through event planning, public relations outreach across social and traditional media platforms, writing/coordination of print newsletters, community presentations, business partnerships, and website communication
- Managed volunteer data evaluation, quarterly reporting as related to grants and affiliate standing with Habitat for Humanity International
- Managed overall IT systems with a third-party contractor

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LAWRENCE COMMUNITYWORKS - Lawrence, MA

Financial Network and Marketing Manager

2012 – 2013

Coordinated build-out, program development, and marketing of Lawrence Financial Stability Center – a community focused partnership of Lawrence CommunityWorks and United Way of Massachusetts Bay and Merrimack Valley. The program targeted to serve upwards of **200 families** annually in achieving financial stability through education and financial literacy.

CONSULTANT – NY / MA

Specializing in program partnership/social Impact, public relations, brand development and fundraising

2009 – 2014

Clients: american made magazine, The Wild Horse, North Brooklyn Development Corp., CancerCare, Northside Town Hall Community and Cultural Center

- Led grant/program development strategy **securing thousands of dollars** in program funding
- Produced holiday pop-up shops, reignited interest in local business associations, expanded **reach of target markets**
- Secured national and regional media placement **resulting in thousands of impressions**

THE LICENSING COMPANY NORTH AMERICA (TLC) - NEW YORK, NY

Director of Licensing / Senior Licensing Manager

2007 – 2008

Licensing direction of intellectual property for Jim Beam Global Spirits and Reckitt Benckiser - managing a diverse program of licensees with results generating over **\$1M in annual royalty revenue** for global licensing agency

PORTFOLIO MARKETING GROUP - NEW YORK, NY

Consultant, Public Relations

2005 – 2007

Consistently successful placement with national media across platforms **garnering over 1M impressions** on any given event/story for an award-winning boutique firm representing South African Tourism and The Pond at Bryant Park

ATARI NORTH AMERICA - NEW YORK, NY

Director of Licensing

2005 – 2006

Brand licensing direction for Atari intellectual property and world-renowned third-party gaming titles/developers onto alternative platforms, toy and hard-good categories delivering **\$840K in royalties**

THE JOESTER LORIA GROUP - NEW YORK, NY

Senior Account Executive / Associate Account Executive

2000 – 2005

Brand licensing representation for DaimlerChrysler in toys, collectibles and video game categories resulting in annual retail sales of **\$250M for an award-winning program**

Education

SUNY EMPIRE STATE COLLEGE

B.Sc. Interdisciplinary Studies Communications

2012

MERRIMACK COLLEGE

Nonprofit Leadership and Management – Graduate level coursework

2016

INSTITUTE FOR NONPROFIT PRACTICE – TUFTS UNIVERSITY

Nonprofit Leadership and Management – Graduate level coursework

2018

Technology

Windows/Mac OS; MS Office Suite (Word, Excel, PowerPoint, Outlook) IT management for cloud computing and network storage; CMS website development, and social networking platforms; AS400, Workday, Storeforce, POS systems

Past Affiliations and Volunteerism

Founder of The Maker Innovation Lab Lawrence (The MILL), Citizens Advisory Committee Lawrence Redevelopment Authority, Association of Fundraising Professionals, New York City Women in Communications, Board Secretary/Mentor Chair Women in Toys, Founding Board Member Greenpoint Williamsburg American Youth Soccer League