

## HILARY MARSH

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Content strategy director with experience on multidisciplinary digital projects spanning web, social media, and e-communications for associations, corporations, and nonprofits in multiple industries. Extensive expertise in content marketing, content management, and web operations.

### Experience

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<b>Content Company</b>	2011 – Present	Chicago, IL
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*President*

Strategic digital communications consulting. Projects include

- Trulia – content strategy for blog, e-newsletter, social media, and PR to real estate agents and the media; strategy and development of industry e-newsletters and marketing collateral
- Florida Realtors – improved process for accepting, prioritizing, and executing digital projects
- Phoenix Association of Realtors – content strategy and development
- CommunityHealth – content strategy and development for Illinois’ largest free health clinic
- Content Jam – co-founder and presenter at content marketing conference

<b>National Association of Realtors</b>	2005 – 2011	Chicago, IL
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*Managing Director, REALTOR.org, 2007 – 2011*

Directed and managed the website for the largest trade association in the United States, with more than 700,000 unique monthly visitors and 15,000 pages. The site’s primary goals are to engage Realtors and motivate them to understand and use the resources, tools, and information NAR produces for them.

- Directly managed \$1.5 million budget for web, social media, and e-communications.
- Hired and managed an eight-person team of content strategists, user experience manager, social media specialist, project manager/producer, and designer.
- Envisioned and oversaw the creation of a new strategy for the site, enabling it to move to a member-centric site from one organized around the association’s structure and thinking.
- Made the business case for NAR to enter social media, hired a social media manager, and created social media policies for the association and staff. My team managed the organization’s 90,000 fans on Facebook, 30,000 followers on Twitter, and 33,000 LinkedIn group members. Social media sources became top traffic drivers for REALTOR.org and also contributed significantly to improving the organization’s reputation among members.
- Consolidated 12+ electronic communications into a single weekly customizable e-newsletter distributed to 800,000 members, and developed an editorial process used by approximately 50 contributors throughout the organization.
- Worked with internal departments to educate them about digital communications and best practices; worked with marketing department to increase site traffic; and worked with IT to improve the site’s technical infrastructure.
- Increased registered users from 350,000 to 1.2 million

*Manager, Editorial Development, REALTOR.org, 2005 – 2007*

- Created cross-department topic pages using a collaborative process.
- Developed and disseminated NAR’s first set of web strategies, guidelines, and policies.
- Fostered development of NAR’s first blogs and podcasts.
- Oversaw development of standard CMS templates for capturing and displaying web content.

## 2 | Hilary Marsh Resume

**Content Company** 2001 – 2005 Chicago, IL  
*President*

Communications consulting, content strategy consulting, content management strategy and training, information architecture, content development. Managed project budgets, timelines, teams.

Clients included

- Nonprofits: University of Chicago, Girl's Best Friend Foundation, Gaylord and Dorothy Donnelley Foundation, Federal Reserve Bank of Chicago, Donors Forum of Chicago, Charles Stewart Mott Foundation
- Corporations and associations: Household International/HSBC, American Hospital Association (with Qwest Global Services), National Collegiate Athletics Association (with IBM Global Services)

**University of Chicago** 2001 – 2004 Chicago, IL  
Instructor, Advisory Board Member, Certificate Program in website Project Management offered by the university's Graham School.

Taught course, "Developing web Content and Information Architecture," and advised on curriculum.

**Sapient Corp.** 1999 – 2001 Chicago, IL  
*Senior Content Strategist/Office Practice Lead*

- Built and led Chicago's content strategy practice: Hired and managed seven content strategists and content managers, overseeing them on projects and sales pursuits.
- Identified target audiences and business goals for client sites and determined the content needs that would support both.
- Worked with brand strategy team to position clients' messaging to reflect audience needs.
- Wrote creative briefs, case studies, and presentations.
- Participated in thought leadership teams covering content strategy best practices, content strategy for mobile devices, and content strategy for financial services.
- Clients included Morningstar, Alcoa, iOptions (financial startup).

**Beautyjungle.com** 1999 Chicago, IL  
*Senior Content Producer*

Managed site content for beauty e-commerce startup. Developed customer service policies and language, wrote site navigation labels, wrote customer service call and email scripts, and served as the organization's internal communicator, sharing information about the industry and the company's media coverage with company employees.

**R.R. Donnelley & Sons** 1998 – 1999 Chicago, IL  
*Senior Communications Specialist*

Led the corporate website redesign strategy, content strategy, and information architecture, strategy and content strategy for the company's first intranet, and produced bimonthly employee newsletter.

**Avon Products** 1986 – 1996 New York, NY  
*Copywriter*

Wrote catalog copy about gifts, home furnishings, video/craft kits/children's books, and clothing, reaching up to five million customers, collaborating with a team of art directors, copywriters, marketers and merchandisers.

**Magazine Editorial** 1980 – 1986 New York, NY  
*Editor-in-Chief, Smart Living* (lifestyle magazine carried on New York Airways)

*Associate Editor, United Magazine* (lifestyle magazine carried on United Airlines)

*Editorial Assistant, Good Housekeeping*

*Editorial Assistant, Glamour*

*Assistant to Editor-in-Chief, Ladies' Home Journal*

### Additional Activities, Quotes, and Writings

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- ["Handling Content with Care"](#) interview for Design Feast blog, 2011
- Quoted in *Content Strategy for the web* by Kristina Halvorson and *Content Strategy at Work: Real-Life Stories to Strengthen Every Interactive Project* by Margot Bloomstein
- Speaker about REALTOR.org and web best practices at numerous national and regional REALTOR association events
- Author, ["Know Yourself, Know Your Clients,"](#) REALTOR Magazine, Nov. 2011
- Author, ["Coming Soon to an Association Near You,"](#) Speaking of Real Estate blog, May 2010
- Co-presenter, ["Expanding Your Sphere of Influence with Social Media,"](#) Feb. 2009
- Presenter, ["Tired of Negative Headlines? Write Your Own"](#) webinar about blogging, Feb. 2008
- Author, "Why Blog? Why Not?" article in FORUM Magazine, June 2007
- Presenter, ["Content Management and the Way We Work,"](#) Society for Technical Communications, June 2006
- Opening presenter, Content Matters conference, ["What is Content Management and Why Does it Matter,"](#) May 2005
- Keynote presenter, ["web vs. Print Publishing,"](#) Chicago Women in Publishing conference, 2005
- Founder/President, NetContent/Chicago
- Founding member, Content Management Professionals community of practice
- Speaker, "Managing the Content of your Intranet or Portal," Intranet Summit for Communicators
- Presenter, ["How to Make Your CMS Rollout a Success,"](#) Stellent User Roundtable, May 2004
- Presenter, "Using Email to Enhance Your Marketing and Communications," Community Media Workshop, April 2004
- Speaker, "Demystifying Content Management Software," web Content Management Conference presented by Lawrence Ragan Communications, 2003
- White paper author, "Intranets: Inside Worlds – A look at how 14 Chicago companies manage and govern their intranets," 2003
- White paper co-author, "The Top 25 Things Every Content Management Vendor Should Know About What their Customers Want," 2003
- Presenter, "A Step-by-Step Approach to Developing an Effective Content Management Strategy," Content Week 2003
- Co-presenter, ["Creating a Content Strategy and Selling it to Clients and Stakeholders,"](#) Net Content/Chicago, June 2002
- Presenter, "Writing for the web," Internet Executives Club, March 2002

### Education

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**Syracuse University**

1976 – 1980

Syracuse, NY

*Magazine Journalism/psychology*