

GWENDOLYN A. HOOD

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LINKEDIN.COM/IN/GWENDOLYNANNHOOD

FIRST6CREATIVE.COM

Analysis-driven writer and marketing consultant seeking work with creative and innovative companies in the St. Louis metro area and beyond

PROFESSIONAL EXPERIENCE

FIRST 6 CREATIVE, LLC

Founder and Director of Marketing

ST. LOUIS, MISSOURI

FEB. 2013 – PRESENT

- Create marketing strategies needed for development of marketing plans and sales plans, identification of target markets, and advertising and general publicity
- Provide strategic planning services including corporate structure design, identification of measurable goals, management advice, business development, and long-term planning
- Brand management services to assist clients with their goals of aligning brand identity and brand image, ensuring the brand values are communicated clearly and consistently
- Market research and competitive analysis, including research on social and economic indicators
- Develop social media strategies for taking advantage of effective social media platforms to target the appropriate audience

ENERGIZER HOLDINGS, INC.

Communications Specialist (Contract Position)

TOWN & COUNTRY, MISSOURI

FEB. 2017 – JUNE 2017

- Consulted on communications strategy and coordinated with IT department and external project team for organizational change project affecting all global colleagues and contractors
- Developed and delivered content based on technical information for management team and end users
- Wrote, designed, edited, and proofread emails, user guides, and management guides for distribution

THE GROWTH PARTNERSHIP

Freelance Copywriter

OLIVETTE, MISSOURI

JAN. 2017 – APRIL 2017

- Wrote, proofread, and edited copy for websites, brochures, slicks, blog posts, eNewsletters and eBlasts, advertisements, press releases, and testimonials

Marketing Coordinator

MARCH 2016 – DEC. 2016

Served as account manager and marketing coordinator for marketing agency dedicated to the CPA industry.

- Provided timely and accurate marketing support to client firms, including making marketing recommendations, drafting content and reports, and organizing work from additional resources
- Conducted regular update conference calls with partner-level and administrative assistant contacts
- Coordinated work needed from graphic designers, web developers, and digital marketing experts

FOUR SEASONS WEALTH MANAGEMENT / LPL FINANCIAL

Marketing and Client Service Manager

CREVE COEUR, MISSOURI

APRIL 2014 – MARCH 2016

Served as marketing and client service manager for financial advisor.

- Developed and implemented a streamlined procedure for service operations to ensure every client received the highest level of service
- Responsible for supervising the client service department, coordinating with the planning department on client investments, and responding to client needs
- Provided a timely focus on different business cycles and managed ongoing business development

BHS GLOBAL, LTD. (BHS) OLIVETTE, MISSOURI

Market Research Analyst (Contract Position)

OCT. 2012 – OCT. 2013

- Served as Project Manager for company's presence at industrial trade show in Germany, including coordinating timelines and budget with Marketing Manager, Vice-President, and President
- Analyzed market conditions and global sales data for industrial truck sales
- Performed global market research to extrapolate sales potential for BHS, and identified countries for assessment in Europe, South America and Asia / Pacific
- Assessed market potential, competitors, collaborators, and consumers in selected countries for battery extraction systems and the materials handling industry

HETTICH FURN TECH

Consultant - Marketing and Operations

VLOTHO, GERMANY

MAR. 2011 – JULY 2011

- Analyzed competitors, demand forecasts, and market environment for two subsidiaries and their markets
- Developed model with project team to streamline internal logistics and operations
- Collaborated with six-person consulting team in preparation of presentations and reports to client

CERVANTES & ASSOCIATES, ATTORNEYS AT LAW

Paralegal

ST. LOUIS, MISSOURI

FEB. 2005 – JULY 2010

- Prepared for and assisted at trials, mediations, and arbitrations; worked with attorneys towards case resolution

TECHNOLOGY SKILLS

- *Digital Marketing:* Constant Contact; MarketVolt; iContact; HootSuite; Sprout Social; Curata
- *CRM:* SalesLogix; ABLE; RedTail; Clio
- *Design/Web:* MS Publisher; MS Photo; Picasa; WordPress; Drupal
- *Other:* MS Office (Expert in Word, Excel, and PowerPoint); MS SharePoint; Wrike; QuickBooks; Abacus; Sage50; Adobe Acrobat; SPSS; Google Analytics

EDUCATION

PURDUE UNIVERSITY, KRANNERT SCHOOL OF MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION (MBA), JULY 2011

HANNOVER, GERMANY

UNIVERSITY OF MISSOURI

BACHELOR OF ARTS, PHILOSOPHY, MAY 2008

ST. LOUIS, MISSOURI

Completion of optional intensive seminars during MBA education, including

- Lean Six Sigma: Manufacturing Best Practices
- Project Management (based on PMP principles)
- International Negotiations

Participant in student exchange programs at

- ESCP Europe (Paris, France), Seminar: "Intercultural Marketing Management"
- LUISS Business School (Rome, Italy), Seminar: "Doing Business in the European Union"

Languages: English (Native); German (Conversational: Nearly Fluent; Business: Advanced); French (Basic)