

C. Austin Hill

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Marketing and Communication Professional

A collaborative master storyteller, with extensive experience and proven success in the arts and culture, nonprofit, and higher education sectors. Experience in print and digital marketing/ communication, internal and external communication, community relations, media relations, and strategy.

Core Strengths:

- Strategy and analysis
- Public relations
- Public speaking
- Product/ organizational branding
- Copywriting/editing
- Social media coordination
- Media design
- Video/audio editing
- Photography and editing
- Market and segment analysis
- Event planning
- Google Analytics experience and certification
- SEO experience
- Web design experience
- Community relations/ outreach
- Over 10 years of management and supervisory experience.

Related Experience:

Assistant Professor, Theatre History. Youngstown State University, Youngstown, Ohio 2016-2018

At Youngstown State University, I was a faculty member in theatre. Additionally, I was a chief strategist in the marketing and communications of the department.

Duties and successes include:

- Strategist for departmental materials, and production materials
- Public relations (Press releases, copywriting, editing)
- Media relations
- Social media coordinator (500% growth in interactions in under 1 year)
- Demonstrable audience growth
- Outreach and community relations

Director of Theatre Program/Assistant Professor Tennessee Wesleyan University (nee College), Athens, TN 2013-2016

At Tennessee Wesleyan, I was the sole faculty member in theatre. I operated as the Artistic Director and Producer, a position that included all marketing and communications activities. Duties and successes include:

- Strategist for departmental materials, and production materials
- Public relations (Press releases, copywriting, editing, interviews)
- Outreach and community relations (multiple high-profile events and partnerships per year)
- Social media coordinator (over 5000% growth in interactions in under 1 year)
- Web design/ optimization

- Event Planning and coordination
- Poster and media design and delivery
- Brand development and management
- CRM system management
- Demonstrable audience growth and recruitment

Artistic Director, Solstice Theatre Company, Columbus, Ohio 2009-2013

As Artistic Director, I was responsible for all artistic programming for our volunteer-based company. Working with our Business Manager and reporting to our Board, I developed and produced our seasons and established our artistic identity in a very competitive market—there were as many as 30 similarly-sized companies in Columbus. I was also the chief marketing and communication officer--duties and successes included:

- Brand creation and management
- Public relations (Press releases, copywriting, editing, interviews)
- Marketing strategy and implementation
- Market analysis
- Event Planning and coordination
- Social media coordinator (over 5000% growth in interactions in under 1 year)

Selected Consulting Experience:

- **Uncommon Sage Travel and Gifts:** Start-up Branding, social media (1000% growth in one week), Website management, SEO, Analytics, CRM, Media and logo design, Marketing strategist, etc.
- **The Youngstown Playhouse:** Event-based marketing strategist, PR, media relations, public relations, Beginning discussions of branding strategy

Other Related Non-Profit Experience:

- Member. Board of Directors. Youngstown Playhouse. 2016-2018
- Member. Planning and strategy committee, Tennessee Wetland Festival
- Coordinator of Dramaturgy Program, Kennedy Center/American College Theatre Festival, Region 2

Education:

- **Ph.D. 2013. Theatre History, Literature, Criticism.** The Ohio State University. Columbus, Ohio.
- **Master of Arts. 2010. Theatre Studies.** The Ohio State University. Columbus, Ohio.
- **B.A. 2008. Theatre Studies.** University of Utah. Cum Laude
- **B.A. 2008. Communication.** University of Utah. Cum Laude

References:

Available by request