

HILARY MATHIAS

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CAREER OBJECTIVE

Obtain a position in marketing, where my enthusiasm, strong leadership skills, creativity, notable work ethic and experience in marketing, branding and sales will be of value.

EDUCATION

Bachelor of Science, Psychology | California State University Fresno | Fresno, California

EXPERIENCE

Owner | Luxe Creative Strategies *January 2015 - Current*

I created this company with the mission of helping companies develop a marketing plan and brand image that is consistent, captivating and functional. I have helped clients across many industries with planning, developing & evaluating marketing programs and brand identity. Skills implemented include:

- Customer acquisition & relationship management
- Trade show design, promotion, creation & in-person support
- Consultation/ideation - For increased sales, brand awareness & other marketing initiatives
- Product development - Market research, product development & packaging design
- Graphic and website design and development
- Finding and communicating with contractors for various projects

Independent Distributor | SeneGence, International *April 2016 - Current*

As an independent distributor for SeneGence, International, I've had the opportunity to push my passion for sales and hone my leadership skills. In my first year and a half of business, I built a sales team of over 300 people who produced \$1.6 million dollars in sales, ranking me in the top 1% of the company's sales force. It has also provided me with a solid skill set in the area of sales & marketing, including:

- Ability to quickly learn and deliver product knowledge
- Sales techniques & training including opportunity to train at the national level
- Strategic prospecting skills & objection handling
- DISC personality assessment training
- Creation of monthly and quarterly marketing promotions & sales incentives
- Advanced online and in-person leadership and training skills

Independent Contractor | Hilary Mathias *January 2010 - January 2014*

I was contracted by companies in a variety of industries for various projects related to sales, marketing, branding and event planning. Skills implemented include:

- Online, mobile & social media marketing
- Print advertising & marketing collateral planning and design
- Trade show design, promotion, creation & in-person support
- Event planning and promotion
- Training & presentations

SKILLS

Business Ownership and Management | Empowering Leader | Effective Communicator | Creative & Innovative | Driven | Strong Understanding of Sales Process | Confident Public Speaker and Trainer | Exquisite Attention to Detail | Fast Learner | Highly Organized

TECHNOLOGIC SKILLS

CRM Platforms, E-commerce, E-Mail Marketing Programs, Advanced Social Media Platform Knowledge, Proficient with Microsoft Office along with iWork programs. Experienced with design programs including InDesign, Photoshop and Acrobat.

ACTIVITIES & ACKNOWLEDGMENTS

Fresno's Leading Young Professionals Chairwoman - 2013-2014
Business Street's Forty Under Forty - 2014

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REFERENCES

Kirsten Aguilar, VP of Marketing, SeneGence International | 949.466.1692 | kaguilar@senegence.com

Tracy Kashian, VP of Marketing/Public Relations, Lance-Kashian & Co. | 559.696.9118 | tkashian@lance-kashian.com

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