

AMANDA HINSKI, MBA

CAUSE-DRIVEN LEADER
Excited to Join a Highly Engaged Team

PROFESSIONAL ACCOMPLISHMENTS

In the last seven years, my digital and traditional marketing initiatives contributed to 29% growth in revenue (\$11.5MM to \$14.8MM), including a 49% annual giving increase (\$875K to \$1.3MM) for Frost Valley YMCA. I led Frost Valley to attracting the largest and most engaged digital audience of any individual Y association. I serve on the national YMCA marketing steering committee and my work has won three North American YMCA Development Communications Awards. A speaker at dozens of national and international marketing and industry conferences, I've also contributed to Forbes.com and NAYDO.org upon invitation.

NON-PROFIT MARKETING EXPERIENCE

2019 - Frost Valley YMCA

Present **Chief Brand Experience Officer**

- Promoted to this newly created position after a small re-structure
- Projected to support a 4% increase in operating revenue & 15% increase in annual giving
- Contributed to a 10% increase in Giving Tuesday (digital campaign) in 2019
- Co-developed a new corporate sponsorship program with development department
- In the final phases of supervising a total redesign of frostvalley.org
- Member of the YMCA Collective Marketing Initiative, an invite-only steering committee for the Y's national marketing strategy
- Developed the messaging strategy for a 2019 national Y marketing campaign
- Supervise successful consultations with 55+ YMCA camps on topics like marketing, program, finance, risk management, HR, etc. (Service Delivery Network)
- Co-Chair of Frost Valley's Diversity Inclusion & Global Innovation Committee
- Responsible for leading the 5-year strategic plan's Diversity & Staff initiatives

2017 - Frost Valley YMCA

2019 **Chief Marketing Officer**

- Instituted a new project management system to streamline completion of over 500 mid-sized to large-scale marketing initiatives annually
- Increased new business leads by 5% in first year as CMO, helping Frost Valley to serve a record number of campers & guests (41,000)
- Co-developed the organization's new 5-year strategic plan
- Developed a successful video marketing strategy - youtube.com/frostvalley
- Consulted with the YMCA of Kosovo (a Frost Valley partner) to develop a marketing strategy for launching the nation of Kosovo's first summer camp
- Elevated direct reports to new roles through career development coaching

2014 - Frost Valley YMCA

2017 **Director of Marketing & Communications**

- Grew email marketing list 52% in 3 years, maintaining above industry avg. KPIs
- Earned a \$40k/month Google AdWords Grant for Frost Valley YMCA
- Directed and oversaw a substantial website overhaul
- Launched a CRM, increasing data accuracy & conversion accountability
- Earned Frost Valley the largest social media following of any YMCA worldwide
- Successfully completed Frost Valley's National Brand Review
- Directed the creation of award-winning social media and digital content

CORE MARKETING RESPONSIBILITIES OF ALL ABOVE ROLES:

- Supervise Marketing & Communications staff (and their staff) & contractors
- Move the organization from greater reliance on inbound marketing strategy
- Negotiate rates with advertisers in the NY DMA
- Objectively report on the efficacy of marketing campaigns
- Lead the creative vision for the organization's annual reports
- Provide creative vision for annual campaigns
- Manage Frost Valley's crisis communication strategy
- Maintain positive relationships with news media
- Manage distribution of all print collateral including direct mail distribution
- Manage over a dozen marketing and creative contractors

2013 - Frost Valley YMCA

2014 **Associate Director of Communicaitons**

- Wrote copy & taglines for the National YMCA Fundraising Campaign
- Edited and wrote content for an award-winning annual report
- Contributed to a 17% increase in Facebook audience within first six months
- Wrote donor appeals for annual campaigns
- Obtained and wrote stories for Frost Valley's donor stewardship magazine
- Contributed copy and creative vision for print, radio, and digital ads
- Composed e-newsletters to a segmented mailing list of 17,000+
- Managed online inquiries and aspects of customer relations
- Calculated lead conversion rates monthly
- Wrote press releases and distributed to local press
- Served as interim Marketing and Communications Director for four months

CONTACT

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EDUCATION

Temple University
MBA (leadership concentration)
Rowan University
B.A. Elementary Education
B.A. Writing Arts

SKILLS

Excellent Writing Abilties
Project Management
Content Marketing
Salesforce CRM
Basic Video Editing
Public Speaking