

Marida Hines

Strategic Communications • Design • Editorial

Digital communicator expert at building community through compelling design, targeted messaging, and engaging text.

ACCOMPLISHMENTS

- Expanded major international awards program through rebranding and stakeholder outreach that increased online mentions by 140% and nominations by 130% in one year.
- Raised behavior change nonprofit's e-newsletter average click percentage by 42% and decreased unsubscribes by over 80% in one year through user-centered design and engaging content.
- Exceeded \$60,000,000 target goal three consecutive years as Clarion-award-winning marketing designer for the Combined Federal Campaign of the National Capital Area.

EXPERIENCE

Content Marketing Manager July 2018 – present
OpenText, The Information Company

- Create keyword-optimized copy for landing pages, promotional emails, nurture marketing drip emails, and social media outreach targeting a technical audience.
- Edit web, event, and promotional copy created in 58 locations worldwide to ensure brand voice consistency, clarity, and messaging.
- Manage content through creation and deployment in collaboration with web team, digital marketing team, creative services, and multiple reviewers.

SeaWeb Senior Program Manager/Senior Consultant January 2016 – December 2018
The Ocean Foundation

- Planned campaigns and created websites, graphics and text, e-newsletters and blasts, media releases to promote four major programs.
- As Manager of Seafood Champion Awards, increased program's online mentions by 140% and nominations by 130% in one year.
- Led launch of highly-successful Seafood Co-Lab competition in coordination with multiple outside nonprofit collaborators.

Senior Manager, Content Development and Online Initiatives April 2012 – December 2015
SeaWeb, Silver Spring MD

- Planned communications campaigns and created email blasts, slideshows, video interviews, e-newsletters, and social media including media blitzes that typically raised web traffic more than 28%.
- Raised e-newsletter average click percentage by 42% and decreased unsubscribes by over 80% in one year through user-centered design and content.

Webmaster November 2010 – April 2012
SeaWeb

- Maintained organization's 10 flat-file websites and managed complex migration to WordPress.
- Designed, wrote or edited, coded and tracked analytics for 15 weekly and monthly e-newsletters and approximately 12 email fundraising Asks per year.

Owner

May 2001 – November 2010

Dog Days Communications

- Exceeded \$60+ million fundraising target goal three years in a row as Clarion-award-winning marketing designer for the Combined Federal Campaign of the National Capital Area.
- Created branding, visual, and editorial content for marketing materials for small businesses and government agencies including the National Institutes of Health and the District of Columbia.

Executive Director of Content Management

February 2000 – April 2001

Phillips Health, Inc.

- Worked with design, IT, and marketing teams to launch new websites for eight physician franchises.
- Created the organization's first Web Style Guide and implemented first web content scheduling and workflow protocols.

Senior Graphic Designer/Web Editor

September 1994 – February 2000

Phillips Health, Inc.

- Researched and wrote timely health articles for DrWhitaker.com website.
- Created designs for print newsletters and marketing campaigns, web pages, and email blasts.

APPLICATIONS

- Productivity: Microsoft Office suite, Outlook, Skype, WebEx
- Digital Media: Adobe Creative Cloud, Final Cut Pro
- Web: WordPress, HTML/CSS, Dreamweaver.

EDUCATION

- Bachelor of Arts University of Maryland (Art History/Studio Art).
- University of Maryland University College, Montgomery College—Multiple credit classes in communications, journalism, writing, digital media, web development, PHP programming.

COMMUNITY SERVICE

- Town Councilor—Town of Washington Grove Maryland (2007–2010 and 2018–present).
- Adjunct Professor, Montgomery College Germantown Maryland—Digital Art & Illustration, Digital Photography (2009–2011) and Drawing Instructor, Town of Washington Grove Maryland (2009).
- Author, *The Complete Great Falls Climbing Guide* (2001) and publisher, *Climb Maryland!* (2002).