

# Emily Hummel

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A **Marketing & Communications** Professional with 7+ years' experience in: strategic marketing, social media presence, partnership building, branding, websites, advertising and collateral development, presentations, promotions, budgets, identifying new revenue opportunities, program outreach, and hands-on graphics and web creation. A reputation for idea generation, tailoring offerings to expand market share, developing on-brand messaging, and creating acclaimed web designs. Known for an ability to interpret and predict cultural trends; through a uniquely integrated knowledge of public history, cultural trends, and social media.

## KEY SKILLS

- Strategic Marketing
- Brand Message Integration
- Key Relationship Building
- Social Media Development & Website Presence
- Promotions & Collateral
- Brand Development
- Trend Identification
- Operations & Budgets
- Research & Writing
- Identifying New Business Connections & Opportunities
- Goal Setting & Achievement
- Distribution Strategies
- Project Funding

## PROFESSIONAL EXPERIENCE

Group 47 **Marketing & Communications** 2010-Present  
*Providing marketing and communications for a company specializing in digital archiving & restoration.*

- Developed and implemented branding and messaging for the company; designing business cards, letterhead, buckslips, banners for conferences, and other collateral.
- Created company website Group47.com and currently maintain it.
- Currently developing integrated social media presence for the company.

KaBOOM! **Manager, Cause Marketing & Product Marketing** (2014-2015) 2009-2015  
*Responsible for identifying new revenue and marketing opportunities, developing and expanding social media presence, building key partner relationships, annual strategic planning and budgets, brand message integration, collateral, securing funding for initiatives, and designing select materials for print and web for \$23M non-profit.*

- Responsible for building relationships with 10 corporate partners and securing funding for cause marketing related programs and initiatives.
- Identifying new revenue and marketing opportunities for innovative products designed to drive sales and revenue growth by 20%.
- Developed distribution strategy in concert with digital and Social Media teams.

**Operations Manager, Mass Action** (2010-2013)  
*Created and oversaw departmental budgets, contributed to annual strategic planning, breaking down annual goals into achievable program objectives and benchmarking success to achieve year-end goals.*

- Developed budgets for proposals, research initiatives, and fundraising.
- Managed pre-press approvals, ensuring integrated brand messaging across the organization.
- Designed one-pagers, graphics for the website, and promotional postcards.
- Managed all printed, apparel, and promotions ordering.

**Assistant for Grassroots Advocacy** (2008-2010)  
*Maximized on-line community to build a network of advocacy for the organization.*

- Facilitated discussions on best practices, community involvement, and advocacy.

National Building Museum **Marketing & Communications Assistant** 2009-2010

*Contracted after a successful 3 month Internship to develop a social media presence for the \$8.9M organization; designed to raise follower count, and position the museum as a respected source of information on architecture and the built environment.*

- Created graphics for museum website and developed special on-line content for exhibitions.
- Developed program outreach plan, and created graphic timeline for Museum's 30<sup>th</sup> Anniversary.

Mount Vernon **Historical Interpreter** 2007

Conducted formal and interpretive presentations related to 18<sup>th</sup> century history to 1M+ visitors for the \$44M Mount Vernon Estate and Gardens. Interpreted the history and process of the working 18<sup>th</sup> century gristmill, distillery, and Pioneer Farm on site and performed first-person interpretations.

Colonial Williamsburg Foundation **Historical Interpreter** 2006

Conducted formal and interpretive presentations related to 18<sup>th</sup> century Williamsburg history for 780K visitors for the \$75.2M historic foundation. Hosted formal tours at historic sites for visitors, featuring topics related to 18<sup>th</sup> century government, historic trades, fashion, and societal relations; designed to educate visitors on Williamsburg life in the 18<sup>th</sup> century.

Gettysburg College **Research Assistant** 2002-2006

Managed a team of 10 first-year research assistants; examining and cataloguing newspaper reports of the Gettysburg Address for books: *The Gettysburg Gospel*, and *Slavery, Resistance and Freedom* by Dr. Gabor Boritt, Robert Fluhrer professor of Civil war studies. Researched, fact-checked, and wrote short biographies of quoted persons included in *Lincoln Delineated* by Don Fehrenbacher and Dr. Boritt.

## INTERNSHIPS

American Red Cross **Intern, Tour Program & Historical Support** 2009

Developed a new historical engagement plan for the American Red Cross with colleagues in the American University Public History program. Developed historical tours, trading cards for key members and Red Cross locations as a tangible takeaway for guests, and outreach materials for the program.

Warner Bros. **Intern, Corporate Image Archives** Summers 2004-2005

Designed, wrote captions for, and assisted in installations of exhibits featuring props and costumes from 3 major Warner Bros films. Handled cataloguing, photographing, and filing of condition reports to ensure proper storage for props from recent films and TV shows, and entered them into the Archive props and materials database.

## SPECIAL PROJECTS

Arrested Westeros **Creator & Designer** 2011-Present

*Creator and designer of a popular website combining screenshots from Game of Thrones with captions from Arrested Development.*

- Designing website, curating submissions, creating and re-designing images, maintaining Twitter and Facebook presence, and designing collateral.
- Achieved 43K Tumblr fans, 8.8K Facebook likes, 8K Twitter followers, and \$9K+ in collateral sales.
- Received recognition from the creator of *Arrested Development*, as well as Vulture, the Huffington Post, BoingBoing, Paste Magazine, Wired, The A.V. Club, iO9, and more.

## EDUCATION

American University **Master of Arts, Public History** 2008-2010

Gettysburg College **Bachelor of Arts, History; minor in French**