



Natascha Hubert

Senior Marketing, Communications & Branding Executive

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PROFILE

Influential marketing leader with a successful record of building brand strategy and marketing communications campaigns in three diverse environments:

1. Full service marketing on both agency and client sides
2. Leadership and strategy at national and international levels
3. Business development with an entrepreneurial marketing approach

CAREER HIGHLIGHTS

- + Authored and delivered **winning bid for \$220MM** P&G contract to manage all P&G contracted labor in 48 states across North America. Successfully competed against established competition with a service rebranding strategy and the creation of a unique pricing model based on client cost reduction.
- + **Quadrupled submissions** in 2 years for a staid, 50-year old architectural firm, losing share in a struggling economy. Developed and led a novel strategy to reposition the brand within the existing marketing budget.
- + Doubled regional ROI in 3 years, **adding \$80MM annual revenue** by devising and implementing new lead generation and e-marketing tools. Grew region from 4 offices to 13 across 10 States adopted nationally.

CORE COMPETENCIES

Marketing & Communications Oversight + Brand Strategy + Public Relations + Corporate Messaging + Digital Marketing + Social Media Marketing + Stakeholder Engagement + Marketing Plan Development + eCommerce + Project Management + Campaign Management + Strategic Planning + Customer Outreach + Business & Revenue Growth + Team Training & Leadership + Client Engagement + Partnership Development

EDUCATION

University of Marketing & Communications, Frankfurt, Germany
Bachelor of Arts, Marketing & Communications

Proctor & Gamble, Frankfurt, Germany
2-Year Training Internship

MEMBERSHIPS

- + **SMPS** – Society for Marketing Professionals
- + **AMA** – American Marketing Association
- + **DMI** – The Design Management Institute

2009 - Present

NHC LTD, Cincinnati, OH/Denver, CO
CEO/Senior Branding & Marketing Consultant

Founded and lead a boutique consulting agency offering strategic branding and marketing communications services to corporate clients and partners, including Fortune 100 firms and municipal agencies. Contracted by clients to drive the development of brand strategies, marketing campaigns and communications plans.

- + Orchestrated a complete brand revitalization and corporate identity initiative for Town of Cumberland, Indiana; created and executed full branding package, including website layout, as well as environmental brand strategy expanding from roads to neighborhoods, trails and park signs.
- + Partnered with senior leadership of Scripps Networks Interactive—a mass-media company with top subsidiaries, including Food Network and Travel Channel—to lead the rollout of environmental graphics and brand strategy for the Cincinnati headquarters and new location in Knoxville, TN.
- + Drove brand exposure for Darren & Company Salon in Cincinnati by leading a corporate identity and brand development initiative. Led website design/development, as well as the creation of all signage, contributing to the salon receiving Top 100 Salon ranking by ELLE Magazine for 3 consecutive years.

2017 - 2018

PINNACLE AGRICULTURE, Loveland, CO
Director E-Commerce & Marketing

Charged with creating and managing e-commerce and marketing strategy for this agriculture retail and wholesale distribution business. Directed channel development, including establishing sales plan, market presence and identifying potential marketplaces. Drove the introduction and ongoing enhancement of strategies and technologies to position the company as a leader in the agriculture landscape. Built, trained and led team of 5 to facilitate the full e-commerce and marketing program/strategy.

- + Managed the front-end design and functionality for the customer engagement platform, utilizing consumer analytics to improve site performance and customer interest.
- + Collaborated with UX and IT teams, business stakeholders and third-party partners to drive the development and implementation of e-commerce program from ideation through launch.
- + Oversaw the creation and ongoing enhancement of content for e-commerce site, including product catalogue featuring name-brand suppliers.
- + Partnered with cross-functional teams on the creation of business and channel marketing plans, pricing models and sales strategies, as well as negotiation of commercial distribution across digital channels.

“Natascha Hubert has been a tremendous asset over the last two years and I very much have enjoyed working with her as well. Because of Natascha I have learned so much about marketing strategy and will be forever grateful.”

- **Nadine Pietrowski**, Managing Partner, Senior Principal Crowe Horwath LLP (former CEO Crowe GHP Horwath)

2014-2016

CROWE GHP HORWATH, Denver, CO
Chief Marketing Officer

Hired to drive the repositioning of the 55-year-old firm to a global brand. Spearheaded the design and execution of brand and business development strategy, as well as the introduction of new social media marketing campaign to establish online presence. Created innovative brand messaging and materials to increase brand exposure while supporting the expansion of the firm's global footprint.

- + Facilitated a naming convention to re-name the company, enhancing exposure and client engagement.
- + Completed a full brand redesign, including developing new website design and content, creating new marketing collateral for all 4 service lines and designing an intranet platform.
- + Established, allocated and monitored budget for marketing and business development efforts, ensuring optimal funding for innovative and effective campaigns.
- + Led the selection and rollout of CRM system to manage marketing campaigns and client engagement.
- + Introduced social media marketing strategy using multiple platforms, including Twitter, Instagram, Facebook, Glassdoor and LinkedIn to target various audiences. Managed all profiles and social media campaigns, including the execution of event promotions such as World Trade Day 2015.
- + Developed a standardized request for proposal (RFP) process by creating a case study template.
- + Implemented a firm-wide PR strategy, building partnerships with outside agencies and political advisors to facilitate all PR initiatives, including trade journal publications, political events, social gatherings and crisis management.

2009 - 2012

d.e. FOXX & ASSOCIATES, Cincinnati, OH
Director, Global Marketing & Strategy

Integral member of the leadership team for the largest minority owned consulting business in the mid-west. Directed the development and execution of comprehensive marketing programs for key clients. Provided strategic oversight of 6 independent brands and \$330M contract volume.

- + Established and managed strategic partnerships with leading clients, including The PGA, Darden, Kroger, Procter & Gamble (P&G), Merck, Harris Entertainment and Cintas.
- + Orchestrated the planning and execution of marketing campaigns and plans for clients, including building and managing top-performing cross-functional teams, as well as agency and vendor resources.
- + Won \$220M contract with P&G, beating out high-level competition, by presenting strategic Global Marketing Proposal/RFP to P&G's senior leadership team.
- + Built a global communication plan for P&G to rollout a new business model, revising temporary labor process. Established team of global resources; created the Versatex brand from the ground up and established a new financial model to communicate the return on investment (ROI) opportunities for the client, securing contracted labor across North America.

2006 - 2009

KZF DESIGN, Cincinnati, OH
VP of Marketing/Director Brand and Identity Studio

Spearheaded the design and implementation of brand identity system to increase business development, including creating print materials, coordinating trade shows and designing corporate website. Developed strategic marketing plans for 8 business units, as well as PR activities. Hired, trained and managed team of marketing and business development resources.

- + Repositioned firm as leader in architecture, design and engineering field through rebranding effort, as well as marketing and PR strategy across 8 market segments. Decreased marketing spend 13% in 3 years.
- + Created 12 public exhibits and opening events in firm's gallery space, promoting company image and raising awareness for charities and artists. Secured average 500+ guests, including community leaders.

2003 - 2006

FORESTERS, Cincinnati, OH
Business Development Officer

Hired as first female member of executive team for this international fraternal & investment organization. Developed the Business Development Officer role from the ground up, including creating strategic planning, PR and product development process. Consolidated sales and marketing budget to \$1.5M+, driving cost savings.

- + Grew the region from 4 offices to 13 in 10 markets and increased ROI by 100%, achieving \$80M in revenue.
- + Directed the preparation and review of internal marketing materials, ensuring compliance with regulatory standards across the financial services industry and all 10 markets. Trained and mentored team on compliance requirements.
- + Hired, trained and managed a staff of 60+ event specialists and business development representatives.
- + Built strategic partnerships with Children's Miracle Network, The Walt Disney Company, Down Syndrome Association and Children's Hospital.

2000 - 2002

BRANDIMAGE (Formerly LAGA), Cincinnati, OH
Business Innovation Director

- + Provided strategic leadership of business development operations across the North American region.
- + Developed partnerships with key brands, including Coca Cola, Mr. Clean, Heinz, Planters Peanuts, Fishing Tackle, Zippo, Milky Way Midnight, Campbell's, US Tobacco and Perrier.

Early Roles

Saale Grund & Boden
Creative Director

P&G
Assistant Brand Manager