

BARBARA HILDEBRAND

PROFESSIONAL SUMMARY

A self-motivated, well-rounded, business professional that takes pride in a strong sense of ownership and results orientated accountability for assigned projects. Dependable individual with proven success in the achievement of bottom-line goals while functioning within tight deadlines and limited supervision. Entrepreneurial spirit used to identify and capitalize on business growth objectives. Team player committed to performance excellence and continuous improvement; recognized for delivering superior customer service. Additional proven capabilities in:

- Advertising Design
- Package Design
- Event Planning
- Budgeting
- Strategic Planning
- Project Management
- Sales Collateral Design
- Product Development
- Human Resource Management
- Staff Supervision
- Office Management
- Corporate Training

CAREER ACCOMPLISHMENTS

YALE UNIVERSITY – New Haven, CT

2008 - present

PROGRAM MANAGER – *School of Medicine/Office of Education*

- Provide oversight, leadership and direction for Clinical Skills program support staff. Monitor work performance, assess training needs, provide training, and prioritize workflow.
- Manage CLSKILL fiscal budget
- Support the Director, Clinical Skills with the day-to-day running of the Clinical Skills program.
- Coordinate medical student skills assessments in Years 2 and 4 with the University of Connecticut Health Services.
- Administer and oversee Years 1 -4 Clinical Skills medical educational curriculum implementing curriculum initiatives and maintenance of curriculum database.
- Serve as liaison between the Directors of the Clinical Skills and the Skills Assessment programs.
- Administer the Standardized Patient program at YSM, including scheduling, payments, and hiring of casual employees.
- Actively participate in curriculum initiatives, as needed, to enhance and improve medical education at Yale School of Medicine.

BPA WORLDWIDE - Shelton, CT

2001 – 2007

A global membership based, not-for-profit media auditing firm validating claimed marketing efforts reach the intended target markets.

MANAGER, PRINT PRODUCTION (2001 – 2007)

- Managed a \$5.4 million dollar revenue-generating department with a focus on ROI strategies.
- Responsible for the department annual budget including revenue and expenses, quarterly forecasting of profit and loss.
- Spearheaded the new development and functional design of a member's web-based filing submission tool, <http://efile.bpaww.com>.
- Maintained accurate web content of sales collateral for active membership on company web site, bpaww.com.
- Worked closely with BPA members to provide exceptional customer service in the production of member's sales collateral.
- Supervised an eight-person creative services production team.
- Produced and delivered member and staff training course content and selected appropriate presentation vehicles.

MANAGER, HUMAN RESOURCES/PROFESSIONAL DEVELOPMENT (2001 – 2004)

- Executed key human resource management functions for not-for-profit organization with 125+ employees based in the U.S., China, Europe, and Canada. Provided full cycle recruiting including sourcing, screening, interviewing, negotiating, and extending offers.
- Maintained employee data within the Human Resources information system (HRIS), served as liaison between Human Resources (HR) and Information Technology (IT) departments to identify and implement added system functionality. Performed acceptance testing for all HRIS upgrades.
- Reduced staff turnover from a rate of 47% in 2001 to 22% in 2005 by implementing new recruiting and selection practices, revamping an outdated performance evaluation process, and improving non-expense related employee benefits.
- Built relationships with select universities and recruiting organizations to promote awareness of our company and employment opportunities. Create a college recruitment program to identify, source, and attract talent from local area campuses at both the undergraduate and graduate level.
- Ensured compliance with federal, state, and local rules and regulations.
- Managed annual budget and quarterly forecast for the human resource department expenses.
- Liaised with hiring managers to define search requirements and create targeted job descriptions.
- Administered employee benefit programs including evaluation of proposed plans, conducting claim investigation, tracking of COBRA, LOA/STD/LTD/Workers Comp and FMLA programs), 401(k) and pension plan.

ACADEMY OF OUR LADY OF MERCY - Milford, CT
DIRECTOR OF DEVELOPMENT/ALUMNAE RELATIONS

2000 - 2001

- Functioned in a fundraising role to support multiple marketing and revenue growth initiatives.
- Wrote, designed and produced quarterly alumnae newsletter, *Hallmarks*.
- Used various marketing strategies to maximize exposure to fundraising sources.
- Developed and implemented strategies to identify funding sources and established collaborative working partnerships.
- Spearheaded all direct mail campaigns with alumnae to maximize donations.
- Planned and coordinated alumnae and student fundraising events, additionally the recruitment of volunteers.

FREELIFE INTERNATIONAL - Milford, CT

1997 - 1999

A privately held multi-level marketing distributor of nutritional supplements and organic skin care products.

MANAGER, PRODUCT BRAND (1998 – 1999)

- Developed and implemented marketing and brand awareness strategies targeting major distributors.
- Utilized multiple product awareness venues including educational seminars, promotional collateral, product launches, distributor tradeshows, and on-line web design.
- Directed marketing and brand awareness budget with a focus on return-on-investment per marketing dollar.
- Directed all product management functions from product design to production, marketing, product introduction, and consumer awareness initiatives.
- Managed all aspects of media project development, including content organization, design direction and supervision of creative team.

MARKETING ASSISTANT (1997 -1998)

- Managed annual convention with over 1,200 participants during a three –day event.
- Oversight of attendee registration and payment, secured event speakers, coordinated air, ground and hotel accommodations for domestic and international corporate participants.
- On-site contact monitoring attendee registration, help desk, point of contact for CEO, COO, and invited guests.
- Conducted site inspections, negotiated with hotel on venue, food/beverage, audio-visual fees.
- Developed convention brochures communicating and promoting the event, registration, speakers and new products to be launched.
- Coordinated speakers and presenters, monitored the progress of their presentation, secured training materials for attendees, and ordered audio-visual requirements.

HARSTANS JEWELERS - Hamden, CT

1987 - 1997

ADVERTISING COORDINATOR/BUYER (1993 – 1997)

- Directed all marketing and advertising strategies including design of promotional literature, as well as jewelry purchasing.
- Managed a \$450K budget with responsibility for six Swiss watch lines and 30 gold categories.
- Developed relationships with 30 plus vendors to achieve market share and revenue objectives.
- Increased catalog sales by \$800K generating \$1.7M in sales revenue.

SALES ASSOCIATE (1987 – 1993)

EDUCATION

SACRED HEART UNIVERSITY - Fairfield, CT

Human Resources Management Certification

PAIER COLLEGE OF ART - Hamden, CT

Bachelor of Fine Arts - GRAPHIC DESIGN AND PRODUCTION

COMPUTER LITERACY

Microsoft Office 2010; ADP; Abode CS2 (InDesign, PageMaker, PDF, PhotoShop); Lotus Notes; QuarkXPress; Raiser's Edge, LCMS+, eValue, MedHub

PROFESSIONAL AWARDS/VOLUNTEER ORGANIZATIONS

Junior League of Eastern Fairfield County, Active Member 2012

Fairy Godmother Initiative, 2012

President's Award, BPA Worldwide, 2005

Above and Beyond, BPA Worldwide, 2003

Spirit of FreeLife President's Award, 1997 and 1998