



HILDA CHANG

PROFESSIONAL EXPERIENCE

Digital Marketing and Social Media Consultant
Hilda Chang Consulting

Apr. 2024 – Current

- Developed tailored social media strategies for nonprofit clients, boosting engagement rates by 30% across various platforms and significantly improving brand visibility and community engagement.
- Created high-quality marketing assets using Canva Pro, including graphics, animation, and short-form videos, leading to a 20% increase in reach and higher click-through rates on promotional content.
- Designed a professional lead-generation website by establishing brand guidelines, defining service, and integrating a cohesive online presence to showcase the client's unique story.
- Conducted performance audits and analyzed platform data to refine campaign strategies, ensuring message alignment with organizational goals and maximizing ROI on each platform.

Marketing Coordinator

Dec. 2022 – Mar. 2024

Diversified Communications

- Partnered with remote teams across marketing, sales, and event management to execute email campaigns, social media outreach, and online ads, driving sales conversions and brand awareness.
- Launched a LinkedIn newsletter that achieved a 30% subscription rate within six months by delivering relevant, tailored content, resulting in consistent user engagement and brand visibility.
- Generated weekly metric reports using Databox software to identify growth opportunities, contributing to an 8% increase in audience size through optimized engagement strategies.
- Implemented AI tools to streamline content idea generation, significantly reducing production time while maintaining high-quality, relevant content aligned with audience interests and brand goals.

Diversity Exhibition & Event Industry Associate

Sep. 2022 – Dec. 2022

Diversified Communications

- Conducted and presented seven digital brand audits, identifying online improvement opportunities and delivering actionable insights to senior leadership and management teams.
- Completed accessibility audits for event venues, creating a comprehensive database that informed planning for future events and increased audience inclusivity.

Field Sales Representative

Apr. 2019 – Jun. 2020

Techtronic Industries

- Increased brand presence and drove a 15% growth in targeted product categories through effective merchandising, direct sales, email outreach, and customer engagement strategies.
- Monitored sales performance metrics, identified key market trends, and implemented strategies contributing to a 15% growth in targeted product categories.
- Applied techniques from TTI Sales Programs to refine sales processes, enhancing overall store performance and stakeholder satisfaction.

EDUCATION

Master of Science in Marketing
Southern New Hampshire University

- Emphasis in Digital Marketing

Bachelor of Science in Business Administration
San Diego State University

- Emphasis in Management: Entrepreneurship
- Minor in Business Marketing and Geological Science

CERTIFICATIONS

HubSpot Academy

- Social Media Marketing I & II
- Content Marketing

SKILLS & KNOWLEDGE

Fluent in English and Spanish communication

Microsoft Office, Marketo, and Mailchimp software

Wordpress and Squarespace

Canva Pro design and video animation

Meta, LinkedIn, Twitter, Pinterest, and YouTube social platforms

AFFILIATIONS/GROUPS

Community Organizing Alliance

Inclusion Maine Conference

Lambda Theta Alpha Latin Sorority, Inc.

(619) 372-3960

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