

CAREER EXPERIENCE

MEMBERSHIP & MARKETING DIRECTOR | *Maketewah Country Club, Cincinnati, OH* | 2022-Present

For this historic, private golf and country club, I direct member relations, engagement, retention, sourcing, and enrollment of new members. In addition, I create strategic marketing plans to authenticate the most exceptional golf and family centric private club membership experience in Greater Cincinnati and the region.

- Primary director for: Member Relations, Retention, Development, Experience, and Strategic Communications

DIRECTOR OF COMMUNICATIONS | *Kenwood Country Club, Cincinnati, OH* | 2017-2022

For this renowned private golf & country club, I created strategic, meaningful internal and external communications to highlight the Kenwood CC experience, build audiences, and drive increased membership, revenue, member satisfaction and retention.

- Primary director for: Writing, Design, Business Development, Content Strategy, Branding and Digital Marketing
- Developed a Communications Department with comprehensive organizational strategy and fact-checking procedures, strengthening optimization across all media.
- Strategized the digital experience for external audiences across the spectrum of social media platforms, public relations outreach, website, and email blasts, effectively bringing the brand storyline to life; Write + edit copy, create professional-quality images + video; Established rapport with press, building a robust media and influencer list who write about the club's niche
- Built and grew a robust reach, following, and increased visibility; Applied digitally driven insights from data, presenting opportunities for sales teams and brand activation; Monitored key performance indicators (KPIs) for each program; collaborate + supported departments with effective organic search engine optimization (SEO); leveraged assets to influence the narrative

CREATIVE & BRANDING LEAD | *Corkopolis Wine Market & Bar, Cincinnati, OH* | 2016-17

In collaboration with investors, project architect, and wine & spirits specialists, I was the creative lead to innovate *Corkopolis*, a unique destination retail & event space targeting residents living in and experiencing Cincinnati's emerging urban core.

- Innovated environmental design materials for a functionally transformative space.
- Developed content strategy and branding materials, including logo creation, exterior signage, business materials, direction for website and social media.

MARKETING & CREATIVE DIRECTOR | *Cork 'N Bottle Fine Wines & Spirits, Covington, KY* | 2004-16

For this luxury, multi-store retail business, I implemented a marketing & communications plan, applying strategies across multiple media formats; managed database and website.

- Editor, copy writer & designer for *The Cork Report*, a quarterly print external newspaper with circulation of 30,000+.
- Leveraged customer relations management (CRM) data with analysis, digital marketing campaign strategies, paid social media ads, and website search engine optimization (SEO). Applied data analysis + activation marketing to increase sales.
- Designed a new logo & wrote the Graphic Standards Manual; integrated branding with compelling content for promotional, print, in-store graphics, merchandising, and large-scale marketing campaigns.
- In collaboration with the sales team, developed a *Single Barrel Bourbon Selection Program*, presenting opportunities for up-sell.
- Cultivated relationships with customers, recruiting & retaining advocates for the brand, building business by engaging key influencers.
- Initiated and directed the co-op program.

SENIOR DESIGN MANAGER & COPYWRITER | *Bruce Design (HyperQuake), Cincinnati, OH* | 1993-2004

- Full creative responsibility delivering persuasive presentations to corporate clients on tight deadlines for: Global Consumer Packaging, Branding & Re-branding, Brand Statement Writing, Content Copy Writing, Advertising, Luxury Brand Management, Project-based B2B Materials, Large-Scale indoor/outdoor Advertising.
- Managed a staff of 10 graphic designers and production artists, multiple freelance writers, photographers, and illustrators; Directed the co-op program.

EXPERT-LEVEL KNOWLEDGE & COMMUNICATIONS-APPLIED AVOCATIONS

Software: Adobe Creative Suite Master - Photoshop, Illustrator, InDesign, Acrobat, and Microsoft Office Suite Expert

Web/Multimedia: Content Management Systems, Web Server Administration/Integration, SEO best practices

Media Tools: CRM Tools (Google Contacts, Mailchimp Integration), LinkedIn, Facebook, Instagram, Twitter, HTML editors, YouTube, Google Analytics, Hootsuite, Data Analysis, IT for Macintosh basic troubleshoot and optimization

Creative: Copy Writing and Editing, Graphic Design + Video Content Creation and Editing, Social Media Content Creation and Editing, Photography, Photo Illustration

Community Engagement:

Volunteer for Cincinnati Children's Hospital Medical Center Child Life Specialist Department | Cincinnati, OH, June, 2023-present

Class Captain, Alumnae Relations and Communications for Notre Dame Academy | Covington, KY, 2016-present

Communications Chair for The Prospect House; advanced spreading the word of their mission, "To provide high quality drug and alcohol treatment for men in a long-term residential setting." | Cincinnati, OH, 2022-2023

Vice President and Communications for The Civic Association, Board of Directors | Park Hills, KY, 2019-2022

Volunteer for The Park Hills Memorial Day Parade Committee; developed communications and purposed the Reverse Parade Virtual Video Concept | Park Hills, KY, 2020 & 2021

Creative Consultant for The Heritage Committee, Notre Dame Academy | Covington, KY, 2016-2019

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SEANA D. HUE

ABOUT

Dedicated Communications Strategist, Planner, Writer, Editor, Graphic Designer, and Multi-Media Digital, Brand & Marketing Manager. The purpose in my work is to provide successful communication with meaningful results. I develop unique campaigns that increase readership and drive business, leading and integrating creative concept and content development, story-telling, brand voice management, emotional connectivity, and optimization. I enjoy making complex subject matters understood, above all, by listening to the purpose of others, understanding the market and competition, and providing powerful and compelling messaging with exceptional attention to detail.

SELECT ACCOMPLISHMENTS

- **Grew Membership Waitlist Sales +225%** Improved brand equity of Kenwood Country Club, Cincinnati's "Club of Excellence," making conscious initiatives to deliver on the story, mission, and promise of the Club. I led compelling copy writing, quality graphics, and engagement with target audiences which resulted in significant return, growing waitlist sales. *October 2017-April 2022*
- Established *Kenviews Digital Newsletter*; **Increased readership by 64%** and event sales by **37.5%** with my creative approach to colorful storytelling and engaging interactive design while **Reducing costs by 91%**. *August 2018-April 2022*
- Innovated content management solutions and creative direction, implementing a Brand Strategy Program for Kenwood CC; Project Lead for the re-branding team. Boosted social media engagement with quantifiable results: **Linkedin +400%, Facebook +52.5%, Twitter +30%, Instagram +326.9%** *November 2020-April 2022*
- **Awarded Distinguished Achievement Leadership in Communications**, *BoardRoom Magazine & Forbes Travel Guide*, for excellence in achievement as a department leader in communications in the Private Club Industry, and for my contributions toward the club's Distinguished Club of the World Elite distinction. *Distinguished Clubs is the only merit-based award program for private clubs, where awarding is determined by an impartial formulaic assessment, May, 2021.*
- **Led the team at Kenwood CC to receive several awards through press releases, written applications, essays and photography:** Distinguished Club of the World Elite distinction, 2018-22, & Distinguished Top Club President in the Nation, May 2021, *BoardRoom Magazine & Forbes Travel Guide*; Honorable Mention, Private Club Renovation of the Year, *Golf, Inc. Magazine*, November 2021; "Top of the Class" ranked Clubhouse, *Club + Resort Business Magazine*, November 2021; "Women Who Mean Business" recognizing our Board of Trustees President, *Cincinnati Business Courier*, December 2021; Awarded to host the *LPGA 2022 Kroger Queen City Championship presented by P&G.*

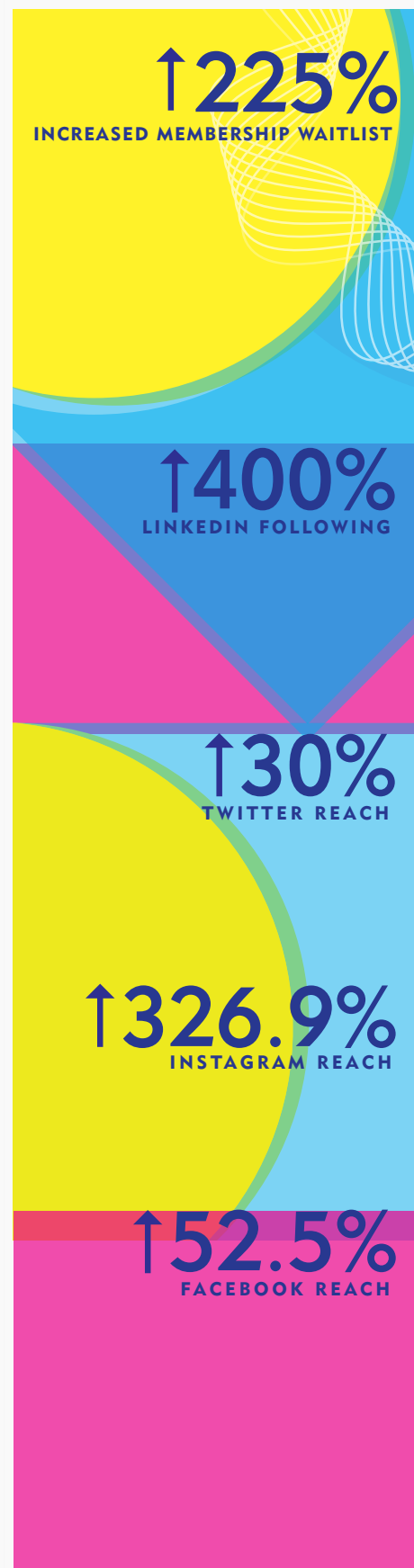
EARLIER WORK

- Designed and implemented a website relaunch for Cork N Bottle, for a luxury wine & spirits retailer; Project Manager for the team; developed and managed written content for SEO. Boosted a database/customer loyalty program to **19,000+, a 100% list growth**, 2014-16.
- Increased customer engagement for social media sites at CNB, applying analysis; **accelerated "likes" and "follows" +200%**, 2014-16.
- Spearheaded email copy and graphic content for CNB, **boosting to 12,000+ customers**; built email campaigns with blast delivery to a **53-69% open rate**, well above industry standards, 2010-16.
- Editor for *The Cork Report*, a quarterly print newspaper for CNB, writing enticing product copy & ads, **increased foot traffic by +300-400% / per event**, 2004-16.
- Innovated graphic design solutions and creative direction to rebrand Bath & Body Works, a global luxury brand; **sales consistently up +13% year after year**, 1997-04.

EDUCATION

University of Cincinnati, College of Design, Architecture, Art, and Planning:
Cincinnati, OH - Bachelor of Science, Graphic Communication Design

Northern Kentucky University: Highland Heights, KY - Bachelor of Arts, Medieval English Literature; Minor in Psychology



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