

ANGELA J. HIBBARD

freelance: writer | coach | consultant

415.250.1915 ♦ ajmhibbard@gmail.com ♦ www.hibbardconsulting.com

Highly driven and dynamic leader with 20 years of experience in creative management, professional and editorial writing and executive consulting.

PROFESSIONAL EXPERIENCE...

freelance: Editor-in-Chief, MOM Magazine

Corvallis, OR

2013 – current

MOM Magazine is a bi-monthly parenting magazine published in Oregon and Washington.

- Responsible for overall editorial direction of the magazine as well as project management of magazine design and production process.
- Spearheaded redesign of MOM Magazine brand identity and magazine layout resulting in improved quality perception and positive reception from advertisers and readers.
- Redesigned editorial sponsorships increasing their value by over 50%.
- Conducted first-ever reader survey and initiated reader focus groups to inform editorial content.
- Managed successful expansion into Salem, OR market.

Partner & Consultant, Thread

San Francisco, CA

2008 – 2014

Thread is a boutique executive search firm devoted exclusively to finding senior management talent for the advertising and marketing industry in the U.S. and key international markets.

- Developed long-term, strategic client relationships leading to retained business from award-winning advertising agencies including Crispin Porter & Bogusky, Goodby, Silverstein & Partners, BBDO, Eleven Inc., and Fallon among others, as well as marquee consumer brands including Pepsi, Nike, Citibank, Unilever, Bare Escentuals and Coca Cola.
- Consulted with clients to develop team structure, outline talent needs and build optimal compensation models.
- Worked with individuals on resume development, networking and interviewing skills and personal brand management.
- Managed operational functions including development and management of internal database as well as client and candidate contract negotiations.
- Developed marketing materials for Thread, wrote proposals for potential new clients and created comprehensive written profiles of key industry talent.

Senior Consultant, Kendall Tarrant

San Francisco, CA & New York, NY

2002 – 2008

Kendall Tarrant (now known as The Talent Business) is the pre-eminent recruiting firm for the London advertising market.

- Played critical role in establishing Kendall Tarrant's presence in the U.S.
- U.S. operation achieved profitability in Year One and contributed more profit to overall global business than any other region.
- Helped redefine business model for changing dynamics of U.S. market, focusing exclusively on valuable senior management positions and introducing retained search model.
- Developed long-term client relationships leading to retained search business in key U.S. markets including New York, Boston, Chicago, LA, San Francisco and Seattle.
- Expanded business to Latin America conducting CEO, President, Media Director and Executive Creative Director searches in Brazil, Mexico and Argentina.
- Recruited and trained new consultants.

Account Director, JWT Advertising

San Francisco, CA & London, U.K.

1999 – 2002

Clients included: Kraft Foods, Unilever and Diageo (Bailey's Irish Cream and Malibu Rum)

- Promoted to Account Director from Account Manager at Client's request.
- Led the creative development of highly successful "Seriously Easy Going" campaign for Malibu, earning coveted Cannes Lion Award - a first for the client.
- Oversaw pan-European market research testing viability of new product introductions for Unilever.
- Reported to Deputy Chairman, directly managed team of five account managers and oversaw direction of strategic planning, creative development, production, traffic and finance totaling 20 staff.
- Accountable for profitability of client relationships and negotiated annual client contracts.
- Authored creative recommendations and white papers relating to key marketing trends and issues affecting client's business.

European Account Manager, Griffin Bacal/DDB Advertising

London, UK

1997 - 1999

Clients included: Hasbro Toys & Games and Henkel

- Authored comprehensive competitive review of the Toys & Games Market in both the U.K. and key European markets. Presented findings to over 100 executives at annual corporate meeting.
- Managed intense annual creative development schedule for over 20 products leading into key holiday selling period.
- Managed cross-functional team of strategic planners, media planners and broadcast and print producers.

Media Planner, FCB Advertising

San Francisco, CA

1995 – 1997

Clients included: Levi's® 501 Jeans, Jeans for Women and silverTab™

- Selected out of highly competitive recruiting process for desirable Levi's® account.
- Developed media plans including mix of TV, Print, Outdoor and guerilla marketing activity to deliver against Client marketing objectives within budget constraints.
- Delivered against secondary objective of getting creative ads "talked about" by developing a "Must See" media plan earning millions of dollars in PR coverage.

Management Intern, Wal-Mart Corporate HQ

Fayetteville, AR

Summer 1994

One of 25 interns selected nationally for summer retail and marketing internship.

EDUCATION...

Santa Clara University – Santa Clara, CA

1995

Bachelor of Arts, Communication, emphasis in Journalism

School of Business, Certificate from Retail Management Institute

BITS AND BOBS...

Mother of two: Catherine (8) and Liam (7)

Avid reader, bargain hunter, political junky and *Downton Abbey* enthusiast

Volunteer and speaker at annual Benton County High School Career Fair

Santa Clara University Alumni Association – Willamette Valley Admissions Volunteer

Active Jefferson Elementary PTA Member and Auction Co-Chair

Summer Conference Faculty Member, University of Portland

REFERENCES: AVAILABLE UPON REQUEST
