

VIRGINIA HICKS, MBA

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SUMMARY OF QUALIFICATIONS & KEY SKILLS

- + Expert communicator who responds with honesty and kindness, creating space for others to do the same
- + Incredible relationship-builder who fosters connection by putting people first and building trust
- + Entrepreneurial spirit who continuously innovates to achieve results
- + Effective project manager for creative operations, event operations, and client management
- + Interested in creating a greater positive impact for people through the intersection of creativity and the environment
- + Integrates fun and joy as a way of being and working

EDUCATION

Master of Business Administration (MBA) | Creighton University | 2022
Emphasis on Leadership, Sustainability & Finance

Bachelor's Degree | Communication Arts (Public Relations & Advertising) | Graphic Design Minor, Spring Hill College

PROFESSIONAL EXPERIENCE

Technical Recruiter | Talent Associate
Kforce Inc

Remote
08/2021 - Present

Scope: Connecting IT experts with innovative companies across various industries.

- Leveraging high emotional intelligence with over 20+ client or candidate calls per week to find the best possible match for both parties
- Placed 23 candidates and generated over \$205,000 in gross profit in 2022
- Coached technical candidates weekly on how to communicate their talents more effectively throughout the recruiting & hiring process
- Led and developed monthly iPOA (individual plan of attack) for each team member, including organizing team's monthly sales quotas & the presentational components of the plan
- Owned end-to-end execution & coordination of internal company events for 50+ employees as co-president of the social committee

Creative Project Management | Account Executive
Flex-Marketing Inspired

Remote & Birmingham, AL
02/2019 – 07/2021

Scope: Partners with creatives to strategize and implement marketing deliverables including print, mail, digital and social; utilizes project management software to manage all projects and deadlines.

- Planned, executed, and oversaw a two-day marketing photo shoot with an \$8,000 budget: managed creative team (photographers, art director, wardrobe stylists, set stylists), talent, and clients (Head of Marketing, VP of Marketing, Marketing Manager)
- Strategically implemented client ideas into marketing deliverables through weekly collaboration with the Chief Marketing Officer and Creative Director
- Oversaw creative execution and managed timelines for financial clients' Annual Reports
- Effectively improved management of 8+ client accounts through the use of project management software (Workamajig), resulting in 4x better response & delivery times
- Coordinated timelines for a rebrand and ensured client's vision was met
- Coordinated the brand reveal launch party for the C-suite leadership; creating custom reveal boxes for each executive leader prior to public launch

Event Project Management | Account Executive

Salt Lake City, UT

In The Event

08/2018 – 08/2019

Scope: Designed innovative custom events for clients and managed all logistics, vendors, timelines, and schedules.

- Managed 10+ events at a time and over 35+ events a year with a range of attendees from 50 to 1,000+ and budgets up to \$350,000+
- Led ideation on custom events for 4-10 clients a week, either in person or on a phone call, presenting 2-3 idea boards, layouts, 3D design, and fabric or centerpiece samples per client
- Handled all end-to-end operations of events; which included negotiating with vendors, booking inventory, coordinating production schedules with warehouse managers, and overseeing all onsite event staff
- Designed and oversaw the Utah Technology Council Gala, Annual Sales Conference Moji Life, Snowbird Oktoberfest, Sundance Film Festival (Panels, Q&As), Sundance Staff Party Events, Utah Heritage & Arts Government Events

Program Management | Summer Intensive Coordinator

Salt Lake City, UT

Ballet West Academy

04/2017 – 08/2018

Scope: Oversaw all logistics for a six-week summer dance program, managing a team of 12 interns, 50+ instructors, and 300+ students.

- Collaborated with team and managed a \$500,000+ budget and designed digital, print, & merchandise marketing materials
- Directed, organized, and attended the international exchange event for 30+ ballet students & Madeleine Choir School students to live and perform with the Staatliche Ballettschule in Berlin, Germany
- Streamlined audition and registration process for over 300 students by implementing a new online system for audition registration, audition results, program registration, and payment
- Decreased student-to-teacher ratio by restructuring the five-week schedule resulting in improved instructor satisfaction & effectiveness
- Partnered with CEO of ArtEmotion to create a new Choreographic Workshop with Ballet West Academy

TECHNOLOGY SKILLS

- Microsoft Office 365, Google Suite, Gmail Apps, Wordpress, SquareSpace & Social Media (Instagram, Facebook, LinkedIn, Twitter, Snapchat) Basic SEO, Dropbox, Slack, Teams, Zoom
- CRMs: Workamajig, Internal KForce Platform, iClassPro. Adobe Creative Suite (InDesign, Illustrator, Photoshop), Rentman, Intuit, Quickbooks
- Client Relationship Management, Relationship-building, Project Management, Event Planning (Private, Corporate, Non-Profit), Event Directing, Virtual Event Planning, Vendor Management, Negotiation, Marketing & Promotion, Creative Operations, Interviewing, Recruiting, Team-building, Content Creating

Award & Leadership Experience

- Salt Lake City Office Culture Award 2022
- Salt Lake City Office Bestie Award 2022
- NCAA Division II Women's Collegiate Volleyball Team Court & Sand (2012-2016), Captain (2014 –2016)
- President of Student Athletic Advisory Committee SAAC (2014 – 2016)
- Student Representative of Intercollegiate Athletics Committee IAM (2014-2016)