

Contact

Hilla.watkins@gmail.com

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(LinkedIn)

Top Skills

Corporate Communications

Digital Strategy

Editing

Languages

English (Native or Bilingual)

Hebrew (Native or Bilingual)

Spanish (Professional Working)

German (Professional Working)

Hillá Watkins

VP of Brand Marketing at Pendo.io
San Francisco Bay Area

Experience

Pendo.io

4 years 6 months

VP of Brand Marketing

November 2021 - Present (4 months)

San Francisco Bay Area

Senior Director of Content and Brand Strategy

October 2020 - October 2021 (1 year 1 month)

Director of Content Strategy and Editor-in-Chief of ProductCraft.com

July 2019 - October 2020 (1 year 4 months)

Greater New York City Area

Content Strategist and Editor-in-Chief of ProductCraft

September 2017 - July 2019 (1 year 11 months)

Greater New York City Area

I am the editor-in-chief of ProductCraft by Pendo, a destination editorial site for product leaders.

I managed the launch of ProductCraft from its ideation stage, through design and development, and now I:

- Oversee the editorial calendar to ensure editorial pipeline and a daily publishing cadence
- Assign pieces to writers and work with them on ideation, writing, and editing
- Conduct keyword and SEO research to understand our audience's needs
- Monitor traffic and engagement, and work closely with the marketing team to meet monthly growth and conversion goals
- Manage the social media presence of ProductCraft
- Work closely with the design and development team to evolve the ProductCraft brand
- Manage the ProductCraft community through events and social channels

Additionally, I oversee the social media employee advocacy efforts at Pendo, which included sourcing and introducing a new tool, and onboarding the entire company.

Insert by Pendo

Marketing Content Manager

September 2016 - September 2017 (1 year 1 month)

Israel

Insert was acquired by Pendo in September 2017.

- Researched and wrote blog posts, landing pages, nurture emails, advertising copy, and sales enablement materials
- Managed the company's social media presence

SimilarWeb

Digital Insights and Content Manager

October 2015 - September 2016 (1 year)

Tel Aviv, Israel

- Researched and authored analytical thought-leadership white papers to generate and convert leads;
creates landing pages, emails, blog posts, and Sales Enablement materials to complement reports
- Managed the company's Social Media presence, including paid campaigns on Twitter and Facebook

ARZA

Director of Development

July 2014 - October 2015 (1 year 4 months)

New York, NY

- Oversaw all prospecting, soliciting, and stewardship of individual donors, congregations, and foundations
- Directed print and digital content creation for a national organization with over 30,000 individual and 300 congregational members; including monthly email newsletters, special holiday campaigns, quarterly direct mail campaign, social media, promotional material

Leo Baeck Education Center Foundation

VP, Development and Communications

October 2012 - June 2014 (1 year 9 months)

New York

- Increased donations by 64% year-over-year within 12 months of joining
- Planned strategy and wrote all content for direct mail, email, and crowdfunding solicitation campaigns, reaching over 200 new supporters and 50 organizations
- Wrote over 20 grant applications and 30 program reports; secured 5 new grants and renewed 10 more

Todd Street Productions

Communication Technology Creative Strategist

August 2011 - October 2012 (1 year 3 months)

New York, NY

- Wrote creative proposals for internal corporate events for Fortune 500 companies, focusing on integrating new technologies for better audience engagement and learning
- Served as Project Manager for several mobile applications for corporate meetings, working with clients and developers to create high-end proprietary products
- Managed a team of four graphic designers to create presentations, videos, websites, and other print and interactive deliverables

Project Rebirth

Project Associate

May 2010 - May 2011 (1 year 1 month)

Using documentary material of survivors and those affected by 9/11, designing a pilot training program and social network for first-responders, veterans, and their families. Working with the organization and its partners on developing educational material to accompany full-length documentary to be released in 2011.

Center for New Designs in Learning and Scholarship

Graduate Associate

August 2009 - May 2011 (1 year 10 months)

Graduate Associate for the Doyle Building Tolerance Initiative; planned a symposium for 100 alumni, student and faculty; writes and manages all the content for program website; produced the inaugural annual report for university leadership and donors.

Center for Global Politics

Public Relations Intern

October 2008 - June 2009 (9 months)

Interned in the Public Relations department of the leading distant-learning program in Germany; created press kits, and designed bi-lingual advertising that appeared in Foreign Policy and other leading publications.

Radio Haifa

DJ/Music library assistant

June 1998 - August 2004 (6 years 3 months)

Co-hosted several shows targeted at young audiences at one of Israel's largest Radio stations; produced weekly entertainment news updates for youth; created the station's first digital music database.

Education

Yale University

Bachelor's Degree, History · (2004 - 2008)

Georgetown University

Master's Degree, Communication, Culture, and Technology. · (2009 - 2011)

Freie Universität Berlin

Fox International Fellow, Political Science and Government · (2008 - 2009)

The Hotchkiss School

High School Diploma, Cum Laude · (2002 - 2004)