

BOB HITCHCOCK

Tustin, CA · 407-388-4657 · bobhitchcock4@gmail.com · www.linkedin.com/in/robertghitchcock

PROFESSIONAL SUMMARY

With a track record of driving brand growth and transforming digital and social media platforms into powerful engines of engagement, I am a marketing and public relations executive with over 15 years of experience. My strategic leadership has consistently delivered award-winning campaigns that not only resonate deeply with audiences but also generate substantial, measurable business results. Known for my visionary approach, I excel in creating and executing innovative strategies that elevate brand presence while fostering high-performing, collaborative teams that exceed objectives and set new industry standards. I bring a deep passion for my work and a tireless work ethic, striving to drive success in every project I undertake.

SKILLS

- Strategic Communication & Storytelling
 - Content Production, Curation & Strategy
 - Social Media Management & Performance Analytics
 - Media Relations & Crisis Communications
 - Leadership, Collaboration & Team Development
 - Project Management & Cross Functional Coordination
 - Creative Innovation & Critical Thinking
 - Public Speaking & Presentation Skills
 - Budget Planning & Management
 - Vendor, Agency & Influencer Management
 - Field & Studio Production Leadership
 - Photography & Graphic Design Direction
-

MARKETING AND PUBLIC RELATIONS EXPERIENCE

Home Franchise Concepts | Irvine, CA
Director of Social Media and Content

Nov 2022 - Jul 2024

- Elevated brand visibility and engagement by architecting and executing comprehensive social media strategies across eight distinct brands, including Budget Blinds, The Tailored Closet, and Kitchen Tune-Up.
- Surpassed key performance indicators (KPIs) on major social platforms, including Facebook, Instagram, TikTok, and Pinterest, by spearheading agency partnerships with Agital (formerly Highnoon), fostering robust growth and brand affinity.
- Achieved significant operational efficiencies and enhanced strategic alignment across all brands by optimizing the social media calendar and approval workflows.
- Maximized audience engagement and ROI by designing and implementing data-driven content strategies that leveraged video, photography, and graphic design.
- Ensured the highest standards of creativity, content quality, and brand consistency by providing visionary leadership to the graphic design team.
- Significantly improved audience reach and engagement by identifying and leading the adoption of Constant Contact as a new email marketing platform, streamlining brand communications and delivering targeted promotional campaigns.

- Drove exponential growth in both organic and paid video views across key social media platforms by building and leading a high-impact video and photo content division.
- Generated millions of views and significantly enhanced brand engagement and loyalty by conceptualizing and launching a flagship Customer Success video series.
- Elevated the visibility of the 'Fast Break For Small Business' initiative by forging a strategic partnership with the National Basketball Association (NBA) to produce compelling player and business profiles.
- Expanded the brand's organic reach by implementing SEO-driven strategies to create a customer-centric educational video series addressing critical user needs.
- Played an instrumental role in the company's successful NASDAQ IPO in June 2021 by serving as project lead for the pivotal Road Show video.

The Walt Disney Company | Lake Buena Vista, FL
Editorial Content Director

Feb 2015 - Dec 2020

- Drove substantial increases in visitation and revenue for Disney Parks by directing a high-performing team of 10+ producers to deliver impactful digital and editorial video and photo content across diverse platforms.
- Achieved significant audience growth and enhanced brand visibility by engineering and implementing comprehensive content strategies for Public Relations, the Disney Parks Blog, and key social media channels.
- Set a new standard for audience engagement by pioneering the 'Inside Disney Parks Live' series, a groundbreaking live stream initiative that reached over 6 million viewers globally.
- Increased audience engagement by leading brainstorming sessions for innovative content ideas, resulting in unique campaigns.
- Played a key role in core teams for marquee projects, including the grand opening of Shanghai Disneyland Resort, numerous Walt Disney World and Disneyland attraction launches, and high-profile annual press events, while launching and scaling the 'Inside Disney Parks Show,' a monthly social platform program.

The Walt Disney Company | Lake Buena Vista, FL
Content Producer

Feb 2012 - Feb 2015

- Boosted visitation across Disney Parks, runDisney, Disney Sports, Disney Cruise Line, and Adventures By Disney by conceptualizing and executing award-winning branded content strategies that drove engagement across social media platforms and media distribution channels.
- Increased visitation to Walt Disney Parks and key events by forging strategic partnerships with internal stakeholders and external vendors, including third-party collaborators, to launch innovative products and campaigns.
- Generated substantial social media buzz, drove a surge in shoe sales, and achieved a notable brand lift for runDisney by collaborating on the creation and launch of co-branded running shoes with runDisney and New Balance.
- Significantly increased event registrations and strengthened brand loyalty by developing and producing the 'Why I Run runDisney' series, leveraging participant testimonials to deepen audience engagement.

- Secured timely, high-impact coverage by cultivating and maintaining strategic relationships with top-tier media outlets through targeted content pitching and comprehensive communication plans.
- Ensured optimal media exposure and brand representation as the principal publicist for high-profile media events at Disney Parks and Disney Sports, managing all facets of press relations.
- Delivered compelling storytelling that resonated with diverse audiences by overseeing the creation of in-house video content, ensuring alignment with brand standards.
- Enhanced brand visibility and drove successful outcomes by orchestrating seamless media collaborations with on-site media and third-party partners.

MEDIA EXPERIENCE

- **Managing Editor & Director of News Operations** | WOFL-TV, Orlando, FL
- **Assistant News Director** | KPHO-TV, Phoenix, AZ
- **Field Producer** | ABC News, New York, NY
- **Managing Editor & News Operations Manager** | WTVD-TV, Raleigh-Durham, NC

EDUCATION

Slippery Rock University of Pennsylvania | Slippery Rock, PA
Bachelor of Arts in Communications

ACCOMPLISHMENTS

Six (6) Telly Awards | Featured speaker at several Disney Social Media Moms and Ragan Communications events | Presenter at Home Franchise Concepts Owners Conference and annual Expo

HOBBIES AND INTERESTS

Distance Running (10 marathons, 65+ half marathons) | Trail Running | Cycling | Skiing | Golf (one hole-in-one!) | Travel | Disney