

# JILL HIXON

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Client-focused and strategic leader with a track record of driving customer satisfaction and fostering long-term client relationships. Demonstrated success collaborating cross-functionally to optimize customer experiences, increase retention rates, and maximize revenue. Strong communicator; skilled in understanding and translating client needs into actionable strategies. Seasoned in leading high-performing teams, surpassing set milestones, and improving customer success metrics. Proficient in leveraging expertise in customer-centric strategies to elevate client satisfaction and contribute to company growth. Exhibits strong analytical, interpersonal, communication, and cross-functional skills. Thought leader, striving to empower and challenge each member to consistently deliver exceptional, customer-centric results of the highest quality.

- Leadership & Mentoring
- Strategic Planning & Analysis
- Budgeting
- Project/Program Management
- Leadership Development
- Change Management
- Organizational Development
- Event Planning & Management
- Process Optimization
- Data Analytics
- Marketing Management
- Stakeholder Engagement

*“Working with Jill is fun, rewarding, and thorough. At Coldwell Banker, Jill is a crucial part of the onboarding process for our new affiliates and guides new franchises through the marketing process and re-branding of the company. She also handles the regional marketing for the Western portion of the United States and travels throughout the area working with top affiliates showcasing our marketing tools. There is consistency and dedication Jill portrays to our shared mission statement of providing exceptional experiences for our affiliates. Jill is a polished professional, dynamic speaker/presenter, and adds incredible value to the Coldwell Banker organization.”*

**Kate C., National Vice President at Coldwell Banker, Franchise Services**

## PROFESSIONAL EXPERIENCE

### **2023: American Home Shield, Memphis, TN • Vice President of Real Estate Sales (Remote)**

Lead, mentor, and head a team of sales professionals while providing guidance, training, and performance feedback. Develop and execute strategic sales plans in collaboration with sales leadership, manage a high-performing team, and drive revenue growth within the real estate industry. Build and nurture strong relationships with key stakeholders. Monitor and report on sales metrics while providing regular updates to the executive leadership team. Drive the development of innovative sales initiatives, and sponsorships/partnerships to enhance the organization’s presence in the real estate market.

- Collaborated with the marketing team to strategize and methodically deploy marketing into the field.
- Worked with the learning team to successfully roll out a weekly coaching program for increased accountability.

### **2021 to 2022: Coldwell Banker • Madison, NJ • Senior Director, Program Management – Primary Services (Remote)**

Built and deployed a strategic program management framework for primary services in alignment with the organization’s vision and goals. Capitalized on pilot strategies to encourage agent engagement of primary services. Engaged with senior leadership, department heads, and other stakeholders to identify key opportunities and initiatives to enhance primary services. Identified areas for process optimization and implemented best practices to raise the efficiency and effectiveness of program management.

- Partnered with internal teams to formulate a tracking platform and accurately measure KPIs.
- Maximized engagement with primary service partners through the development and execution of a comprehensive strategy.
- Presented program updates and results to senior leadership and external partners.
- Delivered/deployed go-to-market pilot strategies through on-site presentations.

## **2020 to 2021: Coldwell Banker • Madison, NJ • Director of Learning (Remote)**

Played a pivotal role in ensuring the awareness of learning programs for staff and franchise affiliates nationwide to significantly enhance productivity. Formulated an affiliate learning strategy for Coldwell Banker to improve the adoption of learning programs. Led the creation and execution of a range of learning experiences, including in-person workshops, virtual training, e-learning courses, and coaching programs. Leveraged learning technologies and platforms to facilitate seamless delivery of training and track learner progress, ensuring a user-friendly experience. Enabled and empowered cross-functional teams to form data-driven business decisions by leveraging monthly/quarterly statistics. Drove adoption of new learning practices and technologies, supporting franchise affiliates and staff in embracing continuous professional growth.

- Received promotion in recognition for analyzing franchise network learning data and devising targeted training strategies to enhance network servicing.
- Planned and methodically delivered learning offerings at annual national Coldwell Banker brand events.
- Deployed learning engagements to assess knowledge of brand learning programs and recommend learning programs to increase productivity.
- Led the team to steer a company-wide rollout of learning programs including network communication and train the trainer overviews.
- Served as a subject matter expert for learning offerings; piloted programs; and offered invaluable feedback to instructional design team for ongoing improvement.
- Spearheaded the development of training pathways for agents and brokers; reviewed existing training and created pathways, enabling agents and brokers to achieve individual goals.
- Oversaw team of three direct reports and adopted a holistic approach to review organizational strategy, consulted with the team to determine strengths, and tactfully aligned the team with key components of the strategy to raise performance yield.

## **2017 to 2020: Coldwell Banker • Madison, NJ • Senior Trainer (Remote)**

Worked with nationwide franchises. As part of the learning and development team, facilitated training programs to empower real estate professionals with skills and knowledge. Led dynamic in-person engagements and virtual training sessions for diverse agent and leadership groups while ensuring engaging and impactful content delivery through interactive methods. Stayed up-to-date with industry trends and market developments to achieve the relevancy and timeliness of training content.

- Developed the Train-the-Trainer program and grew the field trainer program from 0 to 225 certified trainers, exceeding the goal by +66%.
- Achieved an impressive average Net Promoter Score (NPS) of 94 by introducing and piloting innovative broker/agent programs to local affiliates as well as offering valuable feedback to the instructional design team.
- Rolled out training courses and achieved performance improvements for all attendees with an average NPS of 85.

## **2015 to 2017: Coldwell Banker • Madison, NJ • Regional Marketing Manager, Western Region (Remote)**

Strategized and methodically serviced franchise companies through customized marketing support, including assessments of local marketing strategy and messaging to ensure alignment with national brand strategy. Encouraged adoption of core brand marketing tools through the creation of processes and delivery of presentations. Participated in regional/franchisee meetings and provided guidance as a subject matter expert on marketing tools, updates, and brand value. Facilitated the adoption of newly developed or revised brand products/campaigns across the franchise network by harnessing the power of multi-channel brand communication channels. Collaborated with franchise sales to present the brand marketing tool value proposition. Worked side by side with a cross-functional team to successfully onboard new franchisees.

- Presented regional marketing strategies and performance metrics to the leadership team, highlighting the impact of marketing initiatives.

## **2015: Campfire Digital • Denver, CO • Project Manager**

Headed the successful execution of various digital projects, ensuring timely completion while meeting scope and highest quality standards. Conducted project retrospectives to gather feedback and insights for continuous improvement of project processes.

- Assured project deliverables meet quality standards by conducting reviews/checks throughout the project lifecycle.
- Maximized the effectiveness of client campaigns and websites through meta-tagging, SEO, and strategic search term strategy.
- Enhanced fan engagement as well as raised overall sales through the delivery of social media insights/content while concurrently managing high-impact social media assets.

## **2012 – 2014: Agility Solutions • Denver, CO • Marketing and Communications Manager**

Rendered support as a strategic leader, advancing comprehensive marketing strategies to enhance brand awareness, drive customer engagement, and contribute to organizational growth. Managed the web vendor and graphic designer for the timely completion of marketing collateral and website. Ensured brand compliance for all presentations and marketing collateral while developing presentations for business development initiatives.

- Planned and organized internal/external company events.
- Led comprehensive marketing and communication efforts and guided migration and strategic launch of the new website.

## **ADDITIONAL RELEVANT EXPERIENCE**

**2008 – 2012: Senior Account Executive/Franchise Consultant, RE/MAX LLC, Denver, CO**

**2005 – 2008: Manager – Campaign Programs, Denver Metro Chamber of Commerce, Denver, CO**

## **EDUCATION & CREDENTIALS**

Bachelor of Science in Journalism & Mass Communication; Concentration: Advertising

*Western Civilization Study Abroad Program – Florence, Italy and Paris, France*

**The University of Kansas**

### **Certification**

**Instructional Design Certificate, Association for Talent Development**