



ADVERTISING EXECUTIVE / BUSINESS DEVELOPMENT

Accomplished agency owner and strategic consultant with integrated project experience in traditional media, social media, public relations strategy, sales and lead generation, creative campaign development and event coordination. Skilled in pitching new accounts, managing the kick-off/hand-off of new accounts, mentoring peers, challenging and encouraging talented people to a new level of expertise and relationship building for new opportunities. Build executive level relationships and manage daily workflow of multiple projects, employees and vendors.

RECENT ACCOMPLISHMENTS

Hardy Communications and Marketing (HCM), Perrysburg, Ohio
President, September, 1997 – present.

Founded and grew a creative agency through the first web/digital boom and into a strategic and creative force in the Northwest Ohio marketplace. Managing a \$2 million media and production portfolio at the height of the market and a creative and administrative staff through branding and strategic sales campaigns, local public relations management, and national lead generation programs while being heavily integrated in community activities in the region and seen as a leader in the advertising industry.

A Few Highlights:

HCM 2009- PRESENT.

President of a profitable boutique consulting firm with a primary market of “family” owned businesses with multiple generations in management and more than \$10 million in sales with aggressive new sales goals.

Client experiences include:

- Created a re-branding plan and new vertical market strategies for a \$150 million general contractor. Included a detailed primary and secondary research program for the target market within the multiple vertical markets, an integrated strategic plan cross marketing services in multiple geographies as well as a direct mail lead generation and prospecting program for specific new vertical markets. The lead generation program produced a 40% response rate of qualified leads.
- Managed the strategic re-branding efforts of the leading Phototherapy cabinet manufacturer. Created strategic messaging, multi-media educational materials and a \$250,000+ trade show exhibit including a follow-up system for tradeshow attendees, coordinated a social media effort and new lead generation program for clinical and home sales divisions. Efforts perpetuated a 25-50% increase in monthly sales, and the doubling of the previous year’s clinical sales in the first 5 months of the year.
- Engineered a branding campaign for a cosmetic medical clinic with a new product to the region that yielded extreme growth in the first business year and has continued growth year over year including additional geographies, multiple clinics and additional doctors to manage the growth. Branded the new medical firm as a recognized and trusted name within the target market.
- Facilitated a successful strategic plan for a small, rural, woman-owned, embellished garments business to create and implement a brand, lead generation and prospecting system (target was accounts with a \$150K+ budget) and a sales and customer retention program – all managed internally – which doubled sales in less than 8 months.
- Created and managed BlackSheep Photography Gallery and Commercial Photography Services. A highly visible Gallery for local artists in Northwest, Ohio, and a commercial real estate photography business.



HCM 1997-2008.

Spear-headed the branding, investment marketing, tenant marketing and consumer marketing of the largest mixed-use real-estate project in Northwest Ohio. Levis Commons is a 400 acre outdoor lifestyle center and mixed use development. From the smallest details to the most visible branding and public relations, the marketing efforts influenced all aspects of the development. Additional project experiences:

- Managed the sub-branding and media efforts of individual communities within the Levis Commons development including the Brownstone Village at Levis Commons, a high-end, for-sale residential product.
- Integral in creating or attracting and promoting signature events to the newly created Entertainment District at Levis Commons.
- Developed a branding strategy and pavilion style booth for Dillin Corp. (Levis Commons master developer) to feature multiple, unique master planned projects under one common brand focused on retail leasing for national tenants at the International Council of Shopping Centers (ICSC) in Las Vegas.
- Attended the International Green Energy Summit (ICEBO) in Berlin, Germany as the public relations representative on behalf of the Marina District in Toledo, Ohio in cooperation with Dillin Corp. and Owens Corning.
- Successfully developed or redeveloped the brand, campaign and marketing/media strategy website and or social media for hundreds of local retailers – many of which are now household names in the region.
- Created the first interactive DVD for a real estate/golf development in Northwest Ohio.
- Managed multiple large B2C media campaigns including media buying, e-commerce websites and creative production. Industries include, but are not limited to: grocery, restaurant, residential and commercial real estate, finance, service, home products, trucking, construction, manufacturing, insurance, consulting and technology.
- Co-creator of a nationally recognized B2B lead generation program

COMMUNITY ACTIVITIES - 1997-PRESENT

- Created multiple signature fund-raising events for non-profit organizations raising several million dollars for local charities. Participated on countless non-profit/501-C3 boards and in organizations across Northwest Ohio for the benefit of the community. *Some examples include:*
 - Strategically moved “Practically a Golf Tournament” – Fund Raiser for the Epilepsy Center of Northwest, Ohio to an outdoor venue at Levis Commons complete with 18 custom miniature golf holes (putt-putt) from local businesses. The event made money for the first time in 25 years.
 - Executed the planning and event coordination of the Toledo Blade’s 175th Anniversary Celebration to benefit LISC. A black-tie event at the Toledo Club featuring multiple levels of the club for food and cocktails along with a presentation by the Mayor and John Robinson Block, Editor of The Toledo Blade. The event raised over \$100,000 in one night (and for a one-time event) and was attended by over 300 of the most prominent business persons from the Toledo area.
 - EPIC Rocks Fashion – Culture and Couture. 60 models, 5 salons, 12 local clothing retailers, 75 foot runway, 300 VIP’s, 2500 attendees, 45 minute choreographed outdoor runway show. Formalized the event organization, committees and (an all local) production, sponsorship, ticket sales, marketing and logistics of an exclusive, first of it’s kind, multi-media, outdoor fashion event and party. Proceeds benefitted the Sight Center of Northwest Ohio.
 - Created the first Runway Rivalry competition in cooperation with The Toledo Blade. The Runway Rivalry was the regional event that allowed the EPIC Rocks Fashion show to feature local models. Hundreds of participants entered the competition and over 60 were chosen to participate in the fashion show.
 - Creator of “The Hidden Garden Party”, a signature fundraiser for Schedel Arboretum and Gardens in Elmore, Ohio. The event is one of the largest per-capita fundraisers in the area benefiting the Schedel Foundation and has raised well over \$1 million for the gardens.

Cheryl Hardy

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NOTABLE RECOGNITION

Published Author, "Free Enterprise - Creating a Global Economy", 1994

20 Under 40 winner (at age 26)

Enterprising American Award, City of Port Clinton, Mayor John Brown

Lifetime Achievement Award, Ohio DECA

Honorary Lifetime Membership Award, Port Clinton DECA

National DECA Entrepreneurship Competition – 1st Place

Volunteer of the Year – Epilepsy Center of Northwest Ohio

Multiple ADDY Awards and Crystal Awards

Nominated for the Ernst and Young Entrepreneur of the Year, NW Ohio

"Jack's Day at Camp" Recognized nationally in the Boy Scout Annual Report for a very unique brochure, written and illustrated to explain to the public a controversial Boy Scout land sale.

Completed the Dublin, Ireland marathon as a fund-raiser for the Arthritis Foundation.

"Rookie of the Year" for Bike to the Bay, an MS Society fundraiser.

Toledo Club Tier 12, 11 and 10 Squash Champion.

Key Note Speaker: DECA, University of Toledo Women's Forum, Bowling Green State University.

EDUCATION

Attended the University of Findlay, Findlay, Ohio (marketing); Arizona State University, Tempe, Arizona (business and marketing); Baldwin-Wallace College, Berea Ohio (international trade)

