

GREG HUTCHINSON

MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS

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316-650-8419

Senior Global Digital Marketing Strategist

Award winning global marketing leader with a proven track record of building brands and technologies by using creative strategies and solutions.

EXPERIENCE



Senior Digital Marketing Strategist (Cary, NC)

Caterpillar - Building Construction Products Division (Aug 2022 – Present)

- Lead multiple business units in the development of a cross-functional e-commerce platform, Shop, fully integrating with Cat.com
- Lead and advise on key business strategies including, but not limited to: CX/UX strategy, digital marketing, communication and content, website development, email marketing, marketing automation, global pricing and digital analytics
- Collaborate with Marketing and Brand, Cat Digital, GCI, Salesforce, and CISD partners to build better strategies and gain a deeper knowledge base of the inner-workings of Caterpillar
- Pull, analyze and present data from Google Analytics and Salesforce
- Work with the global dealer network to collect preferred direction on preferred strategies, and turn their recommendations into action
- Develop and deliver persuasive and energetic presentations to internal and external audiences
- Create, deliver and publish training material for dealers and internal audiences
- Engage multiple vendors, managing budget and Scope of Work items necessary to complete tasks
- Align with all BCP product groups to build and maintain machine configurations
- Work with multiple development teams and agencies to understand and offer proper business solutions to move strategies forward
- Building and influencing national workforce development strategy for machine operators
- Provide Adobe Create Suite support for BCP, along with additional editing when needed
- Author and edit BCP AEM webpages as needed

Marketing, Communications and Public Relations Manager (Eagan, MN)

SPEC MIX / A QUIKRETE Company (Jan 2018 – Present)

- Led and managed organization in all marketing functions including digital, traditional, social media, brand development, reporting, operations, communications and PR
- Led and trained North American sales team by fully implementing North America campaigns for SPEC MIX products, silo solutions and workforce development programs
- Prepared and managed annual marketing budget (~\$1 million)
- Managed all aspects of company website. Rebuilt entire site in 2019 using Wordpress (56% avg increase in YOY traffic)
- Organized and managed 24 bricklaying regional series contests across North America
- Built and maintained strategic sponsor relationships for the [SPEC MIX BRICKLAYER 500](#) with power brands like Ford, STIHL, Hilti, Stabila, Marshalltown and more.
- Executive produced and promoted SMBL500 World Championship bricklaying broadcast, building online audience from 7,000 to 100,000 on average annually
- Built national PR campaign for bricklaying world championship, reaching more than 17 million potential households in 2021
- Managed all social media operations, including scheduling, content creation, moderation and paid advertising
- Developed and maintained search engine marketing campaigns based on budget and campaign influence
- Worked with technical team to build and manage regionally specific online project submittal portal

EXPERIENCE CONTINUED



Marketing and Community Relations Director (Durham, NC)

Hendrick Automotive / Mercedes-Benz of Durham (Nov 2016 – Oct 2017)

- Served as team leader, training daily on the practices of servant leadership and motivation
- Worked with and managed relationship with local agencies, creating monthly digital marketing campaigns
- Strengthened community bond by building relationships through outreach programs and organizing specialized events, driving traffic and increasing sales
- Built creative content for use across social media and search engine marketing platforms, partnering with area business by creating video features, leveraging social audiences
- Launched local charity campaign, "Rally for the Rescue Mission," raising several thousand dollars for the Durham Rescue Mission.

ADDITIONAL EXPERIENCE



Digital Asset Coordinator / Photographer (Durham, NC)

Hendrick Group / Mercedes-Benz of Durham (Oct 2014 – May 2016)

Photojournalist (Raleigh, NC)

WRAL-TV (December 2007 – October 2014)

EDUCATION



Wichita State University

- B.A. Broadcast Journalism (2000 - 2004)

AWARDS



- 2023 SVP Award - Shop
- 2023 Lisa Syriac Award
- 2015 October Best of the Best Award, Mercedes-Benz of Durham
- 2008 Southeast Regional Emmy Nomination, Consumer Report, WYFF -TV
- 2008 RTNDAC Award, 1st place, WYFF - TV
- 2005 KAB Best Program, Video Vault, 2nd Place, KAKE - TV

PROFESSIONAL PORTFOLIO AND LINKS



LinkedIn

- www.linkedin.com/in/greg-hutchinson-b9a98118/

SPEC MIX Website

- www.specmix.com

Hear it from Hutch Video Blog

- www.wral.com/entertainment/out_and_about/blog/5167729/?s=1

SKILLS



Marketing, Communications, Public Relations, Leadership, Multi-Channel Marketing, Brand Management, B2B, B2C, Photography, Videography, Graphic Design, Editing, SEO, SEM, Google Analytics, HTML, CSS, Wordpress, CX/UX/UI Design, Adobe Creative Suite and Creative Writing

ABOUT

Some days I wake up and still can't believe I work for the power brand that is Caterpillar. I don't take the opportunity lightly. I have worked hard my entire career to get an opportunity to prove myself on the biggest stage.

Now, I am running free, building global strategies and working closely with marketing and technical development teams to grow in creative new ways.

I get to solution an e-commerce platform, changing the industry landscape and how it showcases machines online. And I've built a powerful skill set which allows me to see across multiple business units and platforms and discover integration possibilities.

But before I got here, I was also living a dream. For nearly five years I was leading the charge at SPEC MIX, a well-respected brand in the construction industry, to address their critical need for support in all aspects of marketing and communications. The challenge was exciting, and I was eager and ready to prove myself.

My primary superpower might be problem solving. After more than a decade working in television, you learn to find answers and implement them quickly. Which is what was required with the SPEC MIX brand, as their digital presence was surrounded in outdated practices.

I got the opportunity to build a North America facing website for a major construction brand from scratch. When I say I built it, I mean I built all of it. I had no help from developers, graphic designers, UX designers or copywriters. I had to tackle each challenge on my own, and they me caught at a time when I was ready to prove myself and was eager to take on such a monumental task.

While doing all of the marketing lift for SPEC MIX, I also produced and executed on a bricklaying world championship, the SPEC MIX BRICKLAYER 500.

But before all of these exciting career challenges, I cut my teeth working in the automotive industry, learning everything I could about digital marketing, and becoming a sponge, knowing it was going to be the foundation for continued success.

My story wouldn't be made possible without excellent leadership and training. I knew each new challenge would be unique, and I was given multiple opportunities to fail forward, allowing me to grown in knowledge and confidence.