

Curtis Hazel

St. Augustine, FL 32084 | (904) 318-4071 | [LinkedIn](#) | tolo413@gmail.com | [Website](#)

C-Level Marketing & Communications Executive Proven Leadership | Creative Excellence | Revenue Generation

Experienced – focused sales leader with repeated success driving bottom-line growth through innovative approaches to advertising, digital channels, marketing, and client relationship functions. Excel in managing and leading teams, utilizing above and beyond standard of performance to ensure high accountability and commitment to organization success. Committed to excellence in service delivery through data-driven models. Instrumental in streamlining and improving processes, enhancing productivity, and implementing technology solutions. Possess subject-matter expertise in digital marketing and social media platforms.

- Strategic Planning & Analysis
- Brand Design
- Media Relations
- Digital Marketing Strategy
- Content Creator
- Website Analytics
- Client Growth & Retention
- Integrity-Based Marketing
- Email Automation
- Sales Funnel Optimization
- UX Design
- Staff Development Initiatives

PROFESSIONAL EXPERIENCE

CITIZENS EDUCATION, INC, Remote **Director of Marketing & Communications**

Mar 2020 – Present

- Oversee and direct all aspects of digital marketing strategy.
- Design and implement sales funnel, including all campaign building and promotional efforts.
- Lead creative team in production and publishing of all content across digital channels including website, CRM, social media.

OPERATION NEW HOPE, Jacksonville, FL **Community Engagement Director**

May 2018 – Mar 2020

- Developed and executed branding initiatives to increase organization awareness, donor engagement, and community support.
- Oversaw all grants management, marketing, and donor stewardship initiatives; cultivated relationships with donors, key community leaders, and organizations.
- Managed digital marketing strategy and created compelling content – increased website traffic by 60%, Facebook acquisition by 340%, and audience engagement by 550%.
- Created a grant tracking process and built a customer donor management system that tripled total annual donations and raised \$1M+ in 18 months.

CORPORATE AMERICA SUPPORTS YOU, St. Augustine, FL **Nonprofit Program Manager**

June 2017 – May 2018

- Crafted strategic plan for the program in compliance with National Guard Bureau MOU and development relationships with grant-makers to secure funding support.

HAZEL PARTNERS, LLC, St. Augustine, FL **Founder & CEO, Independent Insurance Agency 2011 – 2017**

Apr 2011 – May 2017

- Executed strategic sales and business development plans that increased and sustained renewable revenue streams from zero to \$1.5M annually. Specialized in Transportation & Logistics insurance programs.
- Led team in the cultivation of partnerships with Liberty Mutual, Travelers, Auto-Owners, and AIG; established high standards of accountability to drive client satisfaction and retention.
- Created brand identity and implemented all aspects of digital marketing strategy across multiple channels.

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GREENE-HAZEL & ASSOCIATES, Jacksonville, FL

2001 – 2011

Vice President, Sales & Marketing, Independent Insurance Agency 2001 – 2011

- Grew individual commercial book of clients from zero to 250.
- Harnessed consultative sales techniques, savvy in marketing strategy, and client management skills to exceed sales targets year over year.

TECHNICAL PROFICIENCY

Microsoft Office, Sharepoint, OneDrive, MS Teams, Forms, Planner, Google Workspace, Google Analytics, DataStudio, Google My Business, Google Ads, YouTube Creator Studio, Adobe Creative Suite, WordPress, Elementor, ActiveCampaign, Salesforce, Canva, Slack, ProofHub, Zoom

EDUCATION & CREDENTIALS

Bachelor of Arts, Business Management, University of North Florida – Jacksonville, FL

Associate of Arts, University of Florida – Gainesville, FL

Certified Insurance Counselor, The National Alliance for Insurance Education

Insurance Executive Program | Producer Development School