

Simeon Hendrix

As a curious storyteller with over 20 years in marketing, my diverse journey has been nothing short of a blessing. I honed my skills in the music industry, played a crucial role in building a powerhouse advertising agency, compassionately navigated the healthcare sector throughout all phases of the global pandemic, and am currently reaching new horizons in the financial sector. The guiding principles in my career have been forging authentic connections and a commitment to lifelong learning.

EXPERIENCE

Union Square Credit Union

AVP of Marketing and Business Development

January 2022 - Present

Responsible for overseeing marketing, communications, community outreach, and business development. Manage the marketing process from research and planning to execution and analysis. Develop and implement comprehensive marketing plans, including promotional calendars, programs, new product launches, and various marketing projects. Develop and manage marketing budgets, media placements across traditional and online platforms, and monitor analytics to inform strategy. Nurture relationships within the community and manage sponsorship requests to best support community.

United Regional Health Care System

Marketing / Communications — Multimedia Specialist

January 2018 - January 2022

Collaborated with the marketing and communications team to raise awareness of the hospital's services within surrounding communities. Developed and executed comprehensive marketing strategies; produced professional photography—including lifestyle images and physician/leadership headshots; and created videography content such as commercial campaigns, short documentaries, and internal video communications. Additionally, enhanced the hospital's online presence through strategic multimedia content.

Hoegger Communications

Advertising Agency — Multimedia Specialist

August 2012 - December 31, 2017

Hoegger Communications—an award-winning advertising agency with local, regional, and national clients—served as the first full-time creative hire and was instrumental in the agency's growth into a national contender. Responsibilities encompassed team leadership, project management, client acquisition, brand development, proposal writing, budgeting, delivering lectures, creating marketing plans, scriptwriting, voice-over work, acting, managing social media, graphic design, photography, video production, radio production, and more.

EDUCATION

Angelo State University

MS Business Data Science & Analytics, December 2023 | MBA, May 2024

University of Arkansas Grantham

B.A. Strategic Communications, December 2021