

ERIC HILL

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Professional Summary

Strategic and entrepreneurial leader with expertise in marketing, sales, business operations, and client engagement across SaaS, AI, and high-growth tech startups. Proven success partnering with executive leadership and cross-functional teams to drive revenue growth, optimize processes, create channel partnerships, and build data-driven go-to-market strategies. Adept at scaling teams, managing complex teams, and enhancing client relationships. Brings a hands-on approach to solving problems and accelerating business outcomes.

Skills Summary

Strategy & Execution: GTM Strategy • Channel Partnerships • Customer Success

Growth Marketing: CRM (HubSpot, Salesforce) • SEO/SEM • Campaign Design

Operations & Enablement: OKRs & KPI Dashboards • Project Management • SaaS Tools

People & Communication: Department Alignment • Investor Relations • Team Leadership

Education

University of Wisconsin – Green Bay

BBA, Business Management – Green Bay, WI

Work Experience

Athena Security, Inc. – Austin, TX (*Remote*)

Chief of Staff | Oct 2024 – Present

- Strategic advisor to executive leadership, driving high-impact initiatives across operations, sales, customer success, and marketing.
- Lead and manage high-priority projects, streamline cross-functional communication, and align teams around strategic objectives.
- Developed and documented standard operating procedures (SOPs) and playbooks, ensuring consistent, high-quality customer interactions across digital and physical touchpoints.
- Contribute to organizational growth and scalability in the security technology sector by leveraging AI to enhance product capabilities and operational performance.
- Led the reorganization of multiple departments to enhance operational efficiency and optimize team roles.

CheckDrive – Denver, CO

Co-Founder & CEO | Jan 2022 – Sept 2024

- Built and launched an AI-enabled SaaS platform for the automotive marketplace sector.
- Raised \$300K in early-stage funding and led the business through product development and early customer growth.
- Scaled a 9-person team across product, engineering, marketing, and operations.
- Grew social media presence to 50K+ and refined the product through direct user feedback.
- Implemented automation to streamline manual processes and support faster iteration.

- Paused operations after facing funding challenges post-MVP stage.

HireUAVPro – Denver, CO

Account Director | May 2020 – Jan 2022

- Led revenue and marketing operations for a drone light show company, increasing revenue by 45% YoY.
- Developed a content and social media strategy, boosting engagement by 60%.
- Identified growth opportunities and improved customer retention through market analysis and targeted campaigns.

Marketing Manager | Mar 2014 – Jan 2015

- Conducted market research and launched campaigns that increased web traffic and lead generation.
- Improved lead-to-sale conversion by 20% via funnel optimization and automation.

Visage Reality – Denver, CO

Managing Director | Sept 2016 – May 2020

- Managed strategic accounts and business operations for custom AR/VR development projects.
- Collaborated on integrated marketing strategies, resulting in a 30% increase in lead generation.
- Assisted enterprise clients integrate immersive technologies into core workflows.

ARI Logistics – Milwaukee, WI

Key Account Executive | Jan 2015 – Sept 2016

- Managed Department of Defense accounts, overseeing \$20M+ in assets with 100% contract compliance.
- Drove a 40% increase in account revenue through strategic relationship management and operational oversight.

Achievements & Affiliations

- *Startup of the Year* Participant, Established (Tampa, FL, 2022)
- Member, 1871 Innovation Hub (Chicago, IL, 2022–Present)
- Participant, Insurtech Innovation Lab, 1871 (Chicago, IL, 2024)