



Rhonda Hills · 3rd

Chief Operating Officer (COO) at GROUND FLOOR Finance - WE'RE HIRING!!

Atlanta, Georgia, United States · [Contact info](#)

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GROUND FLOOR Finance

University of Maryland

About

I have spent my entire career building, launching, and marketing disruptive products and services. This has meant defining the whitespace, selling the value of it to others (investors, partners, and customers), and taking calculated risks. In every job, I have had to build departments, functions, tools, technology, and processes from the ground up. My successful track record has been through building high-performance teams, knowing how to effectively tie business objectives to underlying economic and market conditions, and with a proven ability to strategically scale revenue growth.

- * multi-channel B2B, B2C and B2B2C sales & marketing
- * start-up, growth, VC, agency, and big company experience
- * all things digital: strategy, execution, monetizing traffic and content, delivering ROI
- * experience with: internet pureplays, SaaS, Freemium, e-commerce, & Marketplace business models

While my executive experience has gravitated towards highly strategic marketing roles, I have well-rounded management experience in all areas of business operations:

- General -- Full P&L Management, Strategic Planning & Business Growth, Team Empowerment
- Sales -- Consultative, Channel, Direct, Field, Inside, SaaS, and all areas of sales support
- Client Success -- all areas of Account Development, Management and Customer Support
- Brand Management -- Brand Strategy, Positioning, Communications, Creative & Ad Campaigns
- Product -- Strategy, Roadmap, User Stories, UX/Design, Web & Mobile Development
- Demand Generation -- lead/pipeline management from awareness -> engagement -> transaction
- Digital Media -- Display, SEM, SEO, Email, Social, Video, Content Marketing
- Traditional Media --TV, Print, FSI, Radio, Outdoor, Direct Mail, PR
- Data & Analytics -- CRM, Data Strategy & Optimization, Segmentation, Messaging, Market Research

My leadership style balances intense ROI focus with passion, analytics, and a hands-on, results-oriented approach.

Experience



Chief Operating Officer (COO)

GROUND FLOOR Finance
2018 - Present · 4 yrs 8 mos
Greater Atlanta Area

GROUND FLOOR is the first and only real estate investment platform that lets everyday Americans create custom investment portfolios secured by actual real estate assets for as little as \$10. Residen ...see more



Chief Marketing Officer (CMO)

Dinova
2015 - 2017 · 2 yrs
Greater Atlanta Area

Dinova is an emerging growth company with a proprietary marketplace that connects expense account diners with quality restaurants nationwide. Built to manage the third-largest T&E category, m...see more



EVP, Operations

BLINQ Media, a TEGNA Company (TGNA)
2014 - 2015 · 1 yr
Greater Atlanta Area

Responsible for Media Operations, Account Management, Strategy, Insights & Analytics, Marketing, and New Business Development for BLINQ Media, a social media ad tech company that offers a re...see more



Chief Marketing Officer (CMO)

Sears Holdings Corporation
2013 · Less than a year

Served as Chief Marketing Officer for Mattresses, Furniture, Household Goods, Home Fashions and Footwear businesses for both Sears and Kmart formats. Led integrated retail strategy, drove ...see more



Chief Marketing Officer (CMO)

Kudzu.com, a Division of Cox Enterprises
2010 - 2013 · 3 yrs

Led the overall marketing, sales, product and brand strategy, for Kudzu.com, a website that helps homeowners plan projects, solve problems and choose highly rated contractors in their area. ...see more

[Show all 8 experiences →](#)

Education



University of Maryland

BA, Radio, TV and Film
Activities and societies: Golden Key National Honor Society
Phi Kappa Phi ...see more

Summa Cum Laude



University of Maryland

BA, Music, Vocal Performance

Activities and societies: Golden Key National Honor Society
Phi Kappa Phi [...see more](#)

Summa Cum Laude

Volunteering



Board Advisor

The Atlanta Music Project

Jan 2012 - Present · 10 yrs 8 mos

Children

The Atlanta Music Project is a 501(c)3 organization that provides intense music education for at-risk children right in their neighborhood. The 10-hour-per-week, after-school youth orchestra and [...see more](#)



Mentor

Georgia Tech Advanced Technology Development Center (ATDC)

Jan 2012 - Jan 2013 · 1 yr 1 mo

Science and Technology

A startup accelerator that helps technology entrepreneurs in Georgia launch and build successful companies.

Skills

Digital Strategy



Endorsed by Matt Konigsmark who is highly skilled at this



Endorsed by 3 colleagues at BLINQ Media



44 endorsements

Marketing Strategy



Endorsed by Eddie Combs and 2 others who are highly skilled at this



Endorsed by 2 colleagues at BLINQ Media



24 endorsements

Business Strategy



Endorsed by 2 colleagues at Archer Malmo



17 endorsements

[Show all 41 skills →](#)

Recommendations

Received

[Given](#)



Nancy Lawson · 3rd

VP Business Intelligence at Dinova LLC

When I worked with Rhonda at Dinova, I was blown away by her talent. She was such a go-getter, and very innovative. As Chief Marketing Officer, she set up all of our marketing initiatives and I was impressed by her creativity. The icing on the cake was that she was also fun to work with. Any company she works for is lucky to have her.



Thomas Bigelow · 2nd

Executive Creative Director at Jones Worley & Freelance Creative Consultant

September 14, 2015, Rhonda was Thomas' client

Rhonda is one of those extraordinary visionaries we all come to admire and behold in wonderment. A bright and creative problem solver who's tenacious and fearless. And a absolute joy to work with.



Tracy Bell · 3rd

VP, Finance & HR at Blue Ridge

April 29, 2015, Tracy worked with Rhonda but on different teams

I had the pleasure of working with Rhonda at Blinq Media in 2014. When Rhonda joined Blinq, we had minimal marketing presence. In a very short period, Rhonda developed Blinq's go to market strategy, created sales and marketing collateral and prepared Blinq for a major auto industry show. Under her leadership, revenue from Blinq's existing client base grew and average order sizes increased [...see more](#)

[Show all 16 received →](#)

Honors & awards

2 SILVER ADDYS

Issued by American Advertising Federation · Jan 2012

SILVER ECHO AWARD

Issued by Direct Marketing Association · Jan 2011

TELLY AWARD

Issued by Multiple Silver and Bronze Awards · Jan 2011

[Show all 10 honors & awards →](#)

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CEO at Long-Term Stock Exchange
566,542 followers



Reid Hoffman [in](#) · 2nd

Entrepreneur, Product and Business Strategist, Investor, Podcaster.
2,640,492 followers

