

Edie Hand

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Senior Business Management and Development Executive

Expertise in marketing, media relations, training, and product branding development. Strong track record in building favorable corporate images through planning and managing a wide range of corporate PR initiatives. Organized and effective project manager for large scale national marketing endeavors; proven ability to lead teams of creative professionals to achieve focused results and creative solutions.

- Press Tours/Trade Shows
- Accomplished International Executive Speaker
- Branding
- Radio/TV Talent
- Writer/Producer
- Employee Communications
- International PR Support
- Producer of Documentaries
- Fundraiser

EXPERIENCE

Freelance Projects

January 2020 to Present

Work covered consulting projects with corporations, churches, fundraising projects, film production companies, speaking engagements, and a project with FedEx to produce a book highlighting global women in leadership.

Sims Productions Oneonta, AL

Special Film Projects

March 2019 – March 2020

Oversee production, writing, casting, and development of affiliate relationships to produce film and/or television projects with a historical or inspirational focus. Currently maintaining a consulting relationship with the company.

Hand 'N Hand Entertainment, Inc (HNHE), Toluca Lake, CA

2015 - Present

Chairman of the Board

Hand 'N Hand Entertainment, Inc. develops global films, music projects, and television programming. Produced the documentary, "The Last Ride" based on the novella "The Last Christmas Ride" which won the Most Inspirational Film Award from The Faith-Based Division of the 2016 Hollywood Film Festival. Developed a series of Webisodes to help promote local auto dealers and developing music properties. HNHE was founded by Edie Hand and Linc Hand. Family heritage is rich in songwriting, acting, and music from the Hacker family and legendary cousin, Elvis Presley.

Hand 'N Hand Advertising, Inc. Birmingham, AL

1976 - 2017

President and CEO

Spearheaded development of marketing strategies and campaigns for short-term and long-term corporate clients. Performed as an in-house senior marketing director as needed per long-term client. Additionally, provided turn-key seminars for sales training, customer service, and product branding programs; as well as working with private practices on community positioning.

Corporate/Governmental

- Created and produced statewide emergency survival handbook after a major disaster. Distributed in 67 counties by Emergency Management offices as well as with grocery chains and Media outlets
- Orchestrated first "JC Penney Golden Rule Awards" program to recognize people with outstanding community service. Convinced United Way to carry program under its umbrella.
- Produced, wrote and hosted a pilot video for American Medical International. The pilot was picked-up repackaged and enabled community hospitals to highlight services and technology in over 125 markets. Awarded several times as an exceptional community affairs tool.
- One of the Founding Developers of the Gracie Awards for American Women in Radio and Television.

Media/Television Hosting

- Increased marketing penetration 60% for Chevrolet/Olds dealership in four states in the Southeast. Moved Sunshine Pet Foods from # 6 in the nation to #2 in six months.
- Marketed and promoted skincare products on Home Shopping Network. Hosted on-air sales of ExtRemedies; and achieved product sell-out in 20 minutes.
- 2012 – 2015; Co-Host Rx for Healthy Life Styles Internationally with Dr. Daniel Potts on RFD-Rural and Family Net TV programming in a lifestyle format to help folks.
- Think Tank for Southern Companies and American Women in Radio and Television for educational programming.
- Commissioned writer for media such as Southern Living Magazine, Logger and Lumberman, Timber Jack International, Southern Lady magazine and Web MD.
- Partnership with the State of Alabama to develop EVE Foundation – a non-profit program for grades 4-6 to teach environmental issues.
- Co-chaired with legendary George Lindsey a successful fundraising event for the University of North Alabama; raised more than \$100,000 in two days.
- Five years, hosted a two-hour midday talk show on WYDE radio, a Crawford Broadcasting Company
- Co-developed nationally syndicated radio show “News You Can Use” with Consumer News Editor of Bottom Line Personal, Ken Glickman.
- Organized and hosted the Edie Hand Celebrity Golf tournament to benefit Alabama charities.
- National Spokesperson for Unilever/Best Foods’ produce lines, Mazola Canola Oil and I Can’t Believe It’s Not Butter campaign on the Food Network in addition to the 10 city Book and Cook Tour across the Southeastern United States.

Training and Development/Seminars

- Conducted Team-Building Workshop for Clients such as NASA/Redstone Arsenal, Clemson University, Martin Industries, Taylor Machine Works, ABC News affiliates, Harbert Construction Safety Program and Rental Uniform Services Customer Service Program, etc.

EDUCATION and PROFESSIONAL DEVELOPMENT

University of North Alabama, Florence, AL

Bachelor of Science Biology/Psychology with a minor in Business and Theater

- Person to Person Communication, Birmingham, AL
Training Development in Stress Certificate
- University of Alabama, Tuscaloosa, AL
Communications Certificate
- The University of Alabama, Birmingham, AL
Journalism Certificate
Business Development for Leadership Conferences

ASSOCIATIONS

- Speaker for St. Jude Children’s Research Hospital International and Fund-Raising Media Programs
- Alliance for Women in Media formally American Women in Radio and Television/Past Board Member plus a reoccurring Gracie’s Award Judge
- Founder of the Genuine Pearls Girls Society and Women of True Grit
- Alabama Broadcasters Association
- Women in Film and Television of Nashville, TN
- Children’s of Alabama Fund Raising Project
- Edie Hand Foundation

WEBSITES

- www.HNHEntertainment.biz
- <https://birminghamhistorical.com>
- <https://ediehand.com>
- <http://www.ediehandfoundation.org/>