

Erica Hill Associate

Erica Hill has over 12 years of fundraising and public relations experience, having worked in corporate communications, gift planning, annual fund and major gifts. She specializes in communications strategies, annual fund and major gifts planning, and volunteer management.

Erica came to moss+ross in 2010 after a seven-year career with Duke University where she worked in the Annual Fund, Arts & Sciences Development, and University Major Gifts. During her tenure in the Annual Fund she directed nine reunion gift campaigns and recruited, trained and managed more than 175 alumni volunteers. She set the all-time reunion record by helping the class of 1980 raise over \$2 million in support of the Annual Fund.

As a major gifts fundraiser for Arts & Sciences Development, Erica was responsible for all fundraising activities for the Social Sciences departments in addition to identifying, cultivating, soliciting and stewarding major gift prospects for the \$300 million Financial Aid Initiative. She regularly staffed the dean and high-level faculty on development calls. Most recently, Erica served as a Major Gifts Officer for Duke University Development. She managed a portfolio of 150 six to seven-figure prospects in Charlotte and the New York area.

Erica spent the early part of her career honing her communications skills by serving as the public relations director for a software company in Austin, TX and a worldwide advertising agency in San Francisco. At both companies, she directed all communications with media, industry analysts, customers, investors, and employees. She successfully secured coverage in press outlets including placements in *The Wall Street Journal*, *Forbes*, and *ABC's 20/20*. She also handled publicity launches for brands such as Taco Bell, Major League Baseball, and Amazon.com.

Erica transitioned to the development world by working as an assistant director of planned giving and development at Children's Hospital Los Angeles. She managed and directed the marketing and advertising campaign to support the \$500 million capital campaign and analyzed and organized the mid-campaign assessment for the hospital.

Erica graduated with a bachelor of arts in public policy studies from Duke University. She lives in Durham with her husband, Todd, and young son, Spencer. In her spare time she enjoys cheering on the Blue Devils, running, and watching her son grow up before her eyes.

