

HEATHERLONG

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ABOUT

Intuitive and persuasive communicator. Innovator with experience bolstering marketplace leadership through understanding customer segment needs, increasing engagement, and strengthening brand.

SKILLS & EXPERTISE

Integrated marketing strategy and implementation, strategic copywriting, social media and SEO, blogging, event planning, website content development and management, market research, sales support content, training curriculum design and analysis, speechwriting and presentation architecture, brand voice and guidelines, campaign development and management, budget oversight, public and media relations, competitive analysis, vendor and agency management

WORK EXPERIENCE

MARKETING STRATEGY CONSULTANT & WRITER (2002 TO PRESENT)

Clientele:

- **Pharmaceutical & medical device:** sales support and training content, market research, brand strategy and implementation, whitepapers, device instructions for surgeons, integrated marketing plan including advertising, PR, digital content, event planning, social media, blogging, and SEO
- **Associations:** Recruitment strategy and execution; membership communications; member education, programming, and curricula content; scriptwriting; manuscript creation and review
- **Tech Companies:** Shareholder communications, catalogs, proposals, advertising strategy and execution
- **Healthcare:** brand strategy and implementation, television and video scriptwriting, digital content, advertising copywriting, social media and SEO, disease state research, subject matter leadership
- **Continuing medical education:** marcom copywriting, speaker programming and editing, educational gap analysis, curriculum creation and test design, post-program analysis, blogging, program promotion, website content, social media and SEO, disease state research
- **Insurance companies/Brokers/Benefit administrators (health, life, disability, LTC):** marcom strategy, website development and content management, critical speechwriting and multimedia communications development, brand strategy and guidelines, market research, media relations and writing, advertising concept and creation, social media content and campaign metrics, email campaign management
- **Marketing agencies:** integrated marketing, brand guidelines, whitepapers, sales support
- **Finance:** integrated marketing strategy and implementation, annual report and prospectus content, whitepapers
- **Consumer packaged goods:** brand voice design, social media/SEO, packaging messaging strategy, creative

COMMUNICATIONS & PUBLIC RELATIONS DIRECTOR

Citigroup Diners Club, Chicago, IL (2000-2002)

- Devised marketing strategy for service establishment retention
- Managed company public relations and brand identity strategy, increasing unique impressions for the *Travel in Good Company* campaign by nearly 200% in less than one year
- Headed corporate response to 9/11 tragedy, including public statements and charitable donations
- Served as key speechwriter for CEO Brenda Gaines
- Cultivated and nurtured media relationships
- Wrote comprehensive public relations plan, press releases and other communication strategy documents for various departments in the company
- Planned, wrote and managed web content
- Represented company at high-visibility charity and media events

MARKETING COMMUNICATIONS MANAGER

American Medical Association, Chicago, IL (1999-2001)

- Authored and executed annual integrated marketing plans within for-profit subsidiaries
- Created new web presence, hiring and managing creative, technical and hosting services
- Prepared and managed annual budgets for marketing and public relations department
- Developed and executed brand identity strategy
- Identified national speaking opportunities, developing and delivering presentations
- Generated and delivered proposal presentations to potential clients
- Managed staff overseeing e-commerce, brand, public relations, events, and advertising
- Oversaw trade show and conference planning and preparations

MARKETING COMMUNICATIONS CONSULTANT

CNA, Chicago, IL (1997-1999)

- Developed group national communications plan (and budget) and trained U.S. field offices to implement marketing plans at the regional level
- Created and implemented comprehensive identity program and all related marketing, trade and advertising efforts
- Reduced media expenditures by seizing synergies between national and regional marketing opportunities
- Identified national speaking opportunities, developing and delivering presentations
- Headed booth and collateral materials design efforts for national trade shows

ADVERTISING & MARKETING MANAGER (1995-1997)

MARKETING COMMUNICATIONS COORDINATOR (1994-1995)

Pioneer Financial Services, Schaumburg, IL

- Developed integrated marketing strategy for field marketing offices, and oversaw implementation including copywriting and art direction
- Created and applied national consumer direct mail and lead generation programs
- Planned and executed annual media schedule and budget
- Generated incentive programs (contests, collateral, direct mail) for field sales offices
- Provided collaboration and copywriting in development of annual report

EDUCATION — BA, Communications, Valparaiso University

OTHER

- Technology experience encompasses entire Microsoft suite, Adobe applications, Salesforce, AtTask, SurveyMonkey, SharePoint, Macintosh applications, Photoshop, Constant Contact, Hootsuite
- Additional freelance work includes content creation for FreeDictionary.com and designing and painting murals for clients
- Volunteer work entails copywriting, website content management, and capital campaign fundraising for churches; serving as meet manager for 400-member swim team; and donating copywriting services for several philanthropic organizations
- Proficiency with AMA, Chicago, and AP style guidelines
- Experience collaborating with (and understanding logistics for) A/V professionals including photographers, videographers, and sound engineers
- Video editing experience
- HTML experience