

Mark Heiden, M.S.

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AREAS OF EXPERTISE

- Writing/Messaging
- Publishing (Print & Digital)
- Constant Contact, Mailchimp
- Adobe Creative Suite: Acrobat, Illustrator, InDesign, Photoshop
- Website & UI Design
- Google Analytics
- Search Engine Optimization (SEO)
- Content Management Systems: Drupal, iDev, WordPress, others
- Strategic Planning
- Public Relations
- Social Media (Paid & Organic)
- Microsoft Office: Excel, Outlook, PowerPoint, Word

EDUCATION

Northwestern University
Master of Science in Health Communication

University of Illinois at Urbana–Champaign
Bachelors of Art in English, History, and Sociology

Japanese Language Proficiency Test

Passed Level N5 (日本語能力試験 N5); can read hiragana, katakana, approx. 500 kanji

PROFESSIONAL EXPERIENCE

Associate Executive Director, Communications & Marketing 2014 – 2019
Director, Communications & Marketing 2014
Communications & Marketing Manager 2012 – 2013

American College of Prosthodontists & ACP Education Foundation

Led a division with three direct reports and supervised a wide range of contractors and freelancers.

- Created strategies to demonstrate value of association brand and increase member engagement
- Launched and directed web strategy for Prosthodontics.org (professional website) and GoToAPro.org (consumer website), as well as editorial and technical development of apps for iOS, Android, macOS
- Designed integrated marketing plans for continuing education, including the seven highest-attended meetings in the association's history, and led brand development for new courses in advanced technology and practice management
- Led design and editorial development of member magazine, email newsletters, social media, and other publications
- Developed new products to meet strategic priorities and managed e-commerce strategy
- Supervised a public relations campaign that increased KPIs by more than 150%
- Collaborated with clinicians on evidence-based guidelines, parameters of care, and other policy documents
- Developed and managed budgets; served as liaison to Budget Task Force of the Board of Directors
- Managed office IT network and functionality

Public Information Manager 2010 – 2012
External Relations Coordinator 2007 – 2010

Pritzker Military Library

Handled all media relations, member communications, and event marketing for a non-profit cultural institution.

- Promoted the opening of a new, multi-million-dollar library facility, with local and national coverage in publications including *The Wall Street Journal*
- Raised website traffic by 500% via redesign, search engine optimization, and targeted messaging
- Researched, wrote, and edited all press materials including press releases, fact sheets, media alerts, talking points, and presentations; conducted interview preparation for leadership
- Wrote scripts for webcasts, podcasts, and television programs (2008 Chicago/Midwest Emmy nominee)
- Wrote and designed visitor brochures, member newsletters, and annual reports

Instructor 2006-2007

AEON Corporation of Japan – Hiroshima

Developed taught lessons for high-level business communication, primarily for employees of Mazda and affiliates