

Heather L Dawson

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Innovative Marketer & Communication Specialist Passionate About Elevating Brands

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EXPERIENCE

Marketing Coordinator

PRS Pharmacy Services 2023- Present

- Developed and executed comprehensive marketing plans to promote SaaS products
- Designed and produced promotional materials
- Managed website updates to ensure current and relevant content
- Analyzed marketing data to optimize campaign performance
- Utilized Keap CRM for efficient customer relationship management
- Tracked and reported on key metrics using Google Analytics

Marketing Director / Administrative Implementor

Realty ONE Group Gold Standard - Lisa Jackson Team 2021 - 2023

Marketing Consultant

Jackson Realty Group 2023 - Present

- Created and implemented the company's brand strategy
- Developed a donation program for home buyers
- Designed and executed marketing campaigns to recruit new agents, tripling the agent base
- Produced community-support videos featuring local businesses
- Administered CRM systems (Follow Up Boss and Sierra Interactive)
- Enhanced website design, increasing user engagement
- Designed marketing collateral including tradeshow booths, brochures, business cards, door hangers, and signage

Marketing Communications Manager

Rolling Rock Club 2019 - 2021

- Established brand standards and operational procedures
- Managed the Club's MRM system, saving over \$24,000 annually
- Enhanced website to boost member engagement and usability
- Regularly updated online content including ads, event calendars, and menus
- Engaged members during the Covid-19 pandemic with innovative content such as golf instruction videos and take-out menus
- Transitioned monthly mailings to cost-effective interactive e-blasts, saving over \$36,000 annually
- Collaborated with the Board of Governors to create event programs and guides
- Simplified the Club's Bylaw Book into an accessible Member Handbook
- Implemented in-house printing, reducing costs by 75%

Senior Graphic Designer

Ohiopyle Prints, Inc. 2000 - 2019

Senior Graphic Designer Consultant

Ohiopyle Prints, Inc. 2022-2023

- Designed and produced marketing materials for multiple product lines
- Maintained a comprehensive and up-to-date product database
- Organized and directed on-location high school photo shoots

Graphic Designer Consultant

COE Distributing 2014 - 2017

- Created assembly instructions and specification sheets in collaboration with international manufacturers
- Designed promotional content for social media platforms
- Developed PowerPoint presentations for sales teams
- Produced weekly promotional and closeout e-blasts

COMPETENCIES

ADVERTISING	ART DIRECTION
BRANDING & IDENTITY	BUDGETS
BULK MAIL	BUSINESS DEVELOPMENT
CONTENT CREATION	COPYWRITING
CREATIVITY	DIGITAL MARKETING
DIRECT MAIL	EMAIL MARKETING
GRAPHIC DESIGN	LASER ENGRAVING
LEADERSHIP	MARKETING
PHOTOGRAPHY	PRE-PRESS
PROJECT MANAGEMENT	PURCHASING
SALES	SHIPPING & RECEIVING
SIGNAGE	SOCIAL MEDIA MARKETING
TIME MANAGEMENT	
TRADE SHOW DEVELOPMENT	
VARIABLE DATA	VENDOR RELATIONSHIPS
VIDEO EDITING	WEB ANALYTICS
WEB DESIGN	

SKILLS

EMAIL MARKETING	
Constant Contact	●●●○
Mail Chimp	●●●○
MANAGEMENT SYSTEMS	
Sierra Interactive	●●●○
Follow Up Boss	●●●○
Keap CRM	●●●○
WordPress	●●○○
MARKUP LANGUAGES	
HTML/CSS	●○○○
SOCIAL MEDIA MARKETING	
Facebook / Instagram	●●●○
LinkedIn	●●●○
X	●●●○
SOFTWARE	
Adobe Acrobat	●●●●
Adobe InDesign	●●●●
Adobe Illustrator	●●●●
Adobe Photoshop	●●●●
Adobe Premiere Pro	●●○○
Adobe XD	●●○○
Canva	●●○○
Libre Office	●●●○
Microsoft Word	●●●○
Microsoft Excel	●●●○
Microsoft Powerpoint	●●●○
Open Office	●●●○
Slack	●●●○
Type Tool	●●●○
TOOLS	
Google Analytics	●●●○
Google Ads	●●○○