



Heather Payne Marketing and Graphic Communication

Company Name
Position Title
Company Address
Company Phone Number

As an experienced and degreed Marketing professional, I thrive on creative projects that use my design skills in the following areas: Websites, Catalogs, Promotion Materials, Product Packaging, Copy-writing, Marketing Campaigns, Print and web media, Press Releases and Social Media.

Helping small, medium and large businesses to project a visible and engaging presence that increases customer loyalty and drives new business is something I very much enjoy.

I would like the opportunity to share my portfolio with you and to speak with you regarding how I can meet your business's Marketing goals.

Feel free to email me at hnpayne40@gmail.com or to call me/What'sApp at +49 01522 986 9887

I look forward to getting to know you and your business!

Heather Payne



Heather Payne
Marketing & Graphic Communications
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Education

Bachelor of Science
Graphic Communications
Marketing minor
University of Maryland
Global Campus

Programs & Software

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- AfterEffects
- Animate
- Dimension

Office Suit

- Word
- Powerpoint
- Excel

Summary

Skilled Marketing professional with strong attention to detail and a proven track record in practical business application of marketing, managing partner relationships, and creation of engaging marketing collateral.

Professional Experience

Avanti Leadership Group, US & Europe
2016—present

Administrative Manager

- Provide all scheduling and correspondence for company CEO
- Perform all Accounts Payable and Accounts Receivable duties.
- Create and implement marketing campaigns including email and social media.
- Duties include maintaining the company's client database (includes several large corporations and startups), including client history, needs, programs used, accounts receivable, individual client company processes, individual client company contacts, scheduling client meetings, scheduling client seminars & workshops, individual company client support, maintaining highly organized files, tracking documents, preparing tax documentation, creating learning documents, responding to all client inquiries.
- Responsible for outreach to potential customers and for maintaining brand and reputation of excellence. Participate in meetings and calls with customers, answer all customer queries including clarifying services and agreements, create work proposals for clients that include client specific needs, gather client testimonials, create documents explaining company services and processes of engagement, created company letterhead, company newsletters, client reports including use of services, client feedback including individuals within client companies, survey reports to clients.

White Horse Designs, US & Europe
2015—present

Freelance Designer & Marketing Contractor

- Design websites, flyers, signs, marketing collateral, and brochures for small businesses.
- Provide varied solutions and product options to meet client needs, especially when requests are incomplete or vague.
- Maintain my own database of client files including designs, client images, client logos, client information and history, website & URL hosting and maintenance.



Mountain Hardware & Sports, Truckee & Blairsden, CA
2013—2016

Marketing Specialist

- Create all newspaper, magazine, and online ads for two high-end hardware, sports & home décor stores
- Produce special events to increase customer traffic and interest.
- Identify and acquire materials to highlight certain themes and develop marketing materials for distribution and display.
- Manage all marketing and advertising co-op and budgets
- Design of summer and holiday catalogues distributed to 20,000 + homes
- Compose and submit press releases to local and regional media regarding new business acquisitions
- Work closely with store staff to provide excellent customer service to a diverse customer base in a high traffic tourism area.

Creative Concepts Media, Truckee, CA & Reno, NV (USA)
2012—2013

Advertising Specialist

- Monitor individual client traffic for all online and traditional media contracts
- Implementation of media buys and implementing the individual client promotions
- Create advertising plans that included radio, print and online campaigns.
- Track online placements to ensure campaign fulfillment by utilizing digital reporting software tracking clicks, engagements, views.
- Coordinate placement of ads in magazines, newspapers, TV, Radio and Social Media

Sugar Bowl Resort, Norden, CA (USA)
2009—2012

Marketing Specialist

- Compose resort press kit for distribution to Northern California media
- Knowledge of html language and creating website improvements.
- Update daily snow report online and phone recording, update resort calendar of events, resort program offerings, program and ticket prices, uploaded images weekly – provide up to date information for customers and maintain high customer engagement.
- Perform Live Television interviews for KRON San Francisco, KCRA and CBS Sacramento, and Radio interviews for Truckee KTKE and KFOG San Francisco. Provide up to date reports on resort conditions, resort events, year to date snowfalls, storm updates and details keeping the public engaged and excited about the ski season.
- Provide surveys to customers, tally data and reported to individual departments to ensure high quality service.
- Coordinate various marketing events such as snowsports races and customer appreciation events including holiday activities, music entertainment and movie nights, and taking photos of events such as Olympic skier-cross training for news articles
- Take and edit photos, gather images and video for website, TV/Radio media and social media including Facebook, Twitter, email campaigns and text message marketing.
- Participate in sales campaigns and promotions for the resort including traveling to multiple ski industry shows throughout California, building and presenting show booths, manage promotional contests and giveaways, compose resort collateral and provide to the public.