

# MM

## HEATHER MCCULLAR

### DESIGNER MARKETING DIGITAL



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HCKDESIGNPDX.COM

## WHO I AM

**Optimistic and Resilient** | I am not afraid to dig in and figure out how to work around problems. I embrace challenges and try to inspire new ways of thinking.

**Low on Ego** | I will wear all the hats that need wearing, it's a mentality that makes the team successful.

**Curiosity** | I love to stay current with social trends and best practices to incorporate insights into my work.

**Passion** | I love clean and functional design, and socially-driven content creation.

**Independent** | I manage and prioritize within timelines for project milestones and see projects through.

**Team Focused** | I am a team player, and know how to lead the charge with all digital initiatives.



### SENIOR MARKETING DESIGNER & SOCIAL MEDIA MANAGER

S.R.SMITH, LLC

MAY 2015 - MAY 2023

- Conceptualize, design and produce all print and digital materials: collateral, advertisements, web and email graphics/custom landing pages, brochures, digital advertising, presentations, and video filming/editing
- Create, coordinate and oversee all social media channels, including content scheduling and branding- nationally and internationally
- Partner with the Marketing Managers and Director of Digital Marketing to ensure effective communication and coordination of marketing activities
- Spearhead own ideas to move the brand forward creatively: dream up, design, and complete print pieces, new product launches, digital marketing campaigns and everything in between
- Support the planning, organization, and execution of company events, trade shows, conferences, and product launches, ensuring all marketing materials and logistics are in place
- Review all documents to ensure consistency and branding are accurate across all platforms
- Work closely with the Director of Digital Marketing to assist in graphics and branding specific to the website graphics
- Develop, elevate and maintain brand guidelines
- Responsible for adhering to an established workflow processes and ensuring that jobs are completed in required time frames to required specifications
- Provide exceptional customer service to internal teams as well as external parties, fostering key account partnerships from conception through completion

### MARKETING COORDINATOR & GRAPHIC DESIGNER

CORE HEALTH & FITNESS-  
STAIRMASTER, SCHWINN  
& NAUTILUS

FEB 2014 - MAY 2015

- Manage all facets of marketing programs for commercial & retail channels
- Plan, create & design marketing/advertising materials, sales collateral, direct marketing emails & promotional items
- Help manage education trainings including scheduling, event communication, event registration & collateral materials
- Support the education programs by preparing training collateral materials for clubs, conventions & trade shows
- Direct liaison for international sales team & their marketing needs
- Help with management of websites & social media presence
- Planning & execution of trade shows



- Advanced proficiency in Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere, etc)
- Proficient with all Microsoft Platforms (Office, Excel, PowerPoint)
- Highly skilled with various email platforms and website content management systems
- Experienced in creating, updating and monitoring all aspects of social media
- Impeccable understanding of typography, layout, color, and all other elements of design
- Expert at managing many external projects with outside vendors and keeping them on budget
- Collaborative spirit and the ability to work well with other team members
- Advanced experience in arranging photo shoots including hiring (or being) the photographer, scouting locations and hiring talent
- Experience in photography, photo editing along with video creation and editing in Adobe Premiere
- Self-motivated and thrive in a fast-paced environment with a drive for continuous improvement
- Proactively seek opportunities to increase knowledge, skills, and abilities



### BACHELOR OF SCIENCE DEGREE - ART/GRAPHIC DESIGN

Western Oregon University