

# Heather McGowen-Griffin

**AGILE, SOLUTION-ORIENTED MARKETER WITH A PASSION FOR CREATIVE CONTENT AND AN EYE FOR QUALITY DESIGN.**

## CONTACT

770.833.1380  
hmcgowen@gmail.com  
linkedin.com/in/heathermcgowen/  
Monroe, GA

## KEY SKILLS

Persuasive Storyteller |  
Communication Planner | Content  
Creator | Performance Analyzer |  
Mentor | Social Media Marketer |  
Event and Tradeshow Planner |  
Public and Media Relations  
Spokesperson | Researcher |  
Copywriter and Editor

## SOFTWARE

- Adobe Creative Suite
- Asana
- Canva
- Documatix
- Force24
- Hubspot
- Kentico CMS
- MailChimp
- Monday.com
- Slack, Teams, Zoom
- Wordpress

## EDUCATION

B.S. Public Relations  
Georgia Southern University

## WORK HISTORY

**GLOBAL CONTENT & COMMUNICATIONS MANAGER | FABRICAIR**  
February 2023 - present

- Own all content development for global marketing initiatives including blog posts, news articles, website copy, digital ads, etc.
- Develop and manage communication for global and US social media channels and websites, ensuring a consistent and compelling online presence.
- Provide creative direction to design workshop for the development of visual content, including video storyboards, animations, sales enablement materials, email campaigns, and social media.
- Coordinate PR initiatives for the U.S. market to position the company as an industry expert through thought leadership, compelling narratives and messaging.
- Maintain calendar for all global communication activities.
- Coordinate quarterly email newsletter production and distribution, including the creation of persuasive content for email campaigns.
- Adapt and communicate organizational and marketing initiatives to internal and external stakeholders.

**MARKETING SPECIALIST | CARIBOU FINANCIAL**  
November 2021 - January 2023

- Collaborated with the design team to provide strategic guidelines for direct mail campaigns, ensuring accuracy, alignment with brand voice and tone, and a consistent brand image.
- Worked with Compliance and Legal teams to ensure campaign assets were industry regulation compliant and assessed for risk.
- Managed relationships with agencies and vendors to ensure consistent, quality, and efficient results, within tight deadlines.
- Developed and coordinated campaigns for offline marketing acquisition (direct mail, OOH) aligned with established KPIs and OKRs.
- Evaluated OOH channel opportunities to align with strategic goals and R&D budget.
- Monitored and reported campaign status and response rate to assess performance.

**MARKETING MANAGER | PEACH STATE FEDERAL CREDIT UNION**  
January 2014 - November 2021

- Developed and executed omnichannel marketing strategies to promote products and services targeting specific buyer personas.
- Created content for inbound marketing activities using HubSpot.
- Developed and coordinated content including newsletter articles, landing pages, blogs, video scripts, speeches, digital ads, and more.
- Managed and grew a social media presence consistently ranked in the Top 100 Credit Unions on Facebook by TheFinancialBrand.com
- Initiated email onboarding campaign to deepen product engagement with new members.
- Created digital and printed collateral materials.
- Managed publicity efforts including media pitches, talking points, crisis communications, news releases, and interview coaching.
- Established a training program for new employees, enhancing engagement with marketing initiatives through cross-functional collaboration with the Training Manager.
- Implemented communications plans for business development activities, expanding membership through Select Employee Groups and community partnerships.
- Implemented brand guidelines for consistent positioning and reputation management.