

# Heather McGowen- Griffin

**SOLUTION-ORIENTED,  
MULTICHANNEL  
MARKETER WITH A  
DEGREE IN PUBLIC  
RELATIONS, A PASSION  
FOR WRITING AND AN  
EYE FOR QUALITY  
DESIGN.**

## CONTACT

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## 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

- Hubspot
- Salesforce
- Asana
- Microsoft Teams
- Adobe Creative Suite
- Canva
- Documatix
- Kentico CMS
- Wordpress

## EDUCATION

Graduated: December 2002  
B.S. Public Relations  
Georgia Southern University

## WORK HISTORY

### MARKETING MANAGER | PEACH STATE FEDERAL CREDIT UNION

January 2014 - Present

- Create and implement multichannel marketing campaigns to increase member engagement with products and services
- Implemented communications plans for business development activities to generate new memberships
- Assisted with the opening of 11 branches, 7 mergers, asset growth of \$400M, launch of more than 10 new products and services
- Grew and maintain a robust social media presence that engages with existing and potential members, consistently ranked in Top 100 Credit Unions on Facebook by TheFinancialBrand.com
- Developed email onboarding campaign to increase product depth with new members
- Established training program for new employees to increase employee engagement with marketing initiatives
- Create content for inbound marketing activities through blogs, email, and social media
- Managed publicity efforts for credit union and internal charitable foundation
- Product Manager/SME for children's savings account (developed launch and ongoing engagement plans)
- Created digital and printed marketing materials for promotional campaigns that generated new loans
- Responsible for the voice of the credit union in newsletter articles, website copy, blogs, social media posts, speeches, videos, interviews, and more

### MARKETING COORDINATOR | FABRICAIR, INC.

April 2012 - January 2014

- Developed and implemented communication and B2B marketing plan for U.S. market
- Coordinated, created, and hosted video case studies to showcase the product and generate interest
- Managed U.S. based Marketing Assistant
- Implemented social media presence in coordination with Danish and Turkish-based Marketing Coordinators
- Coordinated tradeshow activities throughout North America for Sales team
- Created basic collateral materials for sales activities including flyers, email newsletters, and presentations

### SENIOR MARKETING SPECIALIST | ATHOMENET, INC.

February 2010 - February 2012

- Coordination of all Marketing projects from conceptualization to follow-up
- Managed all publicity efforts
- Conceptualized, proofed and edited all collateral materials
- Editorial contributions to various industry publications to position the company as an industry expert
- Social Community Manager - networking for publicity and SEO purposes
- Edited monthly company newsletter for clients and wrote 75% of content
- Coordinated all print and digital advertising efforts
- Launched multiple services that changed the position of the company in the marketplace