

Heather McGowen-Griffin

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multichannel marketer with a degree in Public Relations, a passion for writing, and an eye for quality design

WORK HISTORY

November 2021 - Present

Marketing Specialist | Caribou Financial, Inc. (remote)

- Develop and coordinate campaigns for offline marketing acquisition (direct mail, OOH) aligned with established KPIs to increase funded loan volume
- Monitor and report on campaign status and response daily and monthly to assess performance and make adjustments as needed
- Evaluate growth opportunities and determine fit with strategic goals
- Generate briefs for creative assets and collaborate with design team to ensure materials are accurate and aligned with brand guidelines
- Work with Compliance and Legal teams to ensure campaign assets are industry regulation compliant and assessed for any risk
- Manage relationships with agencies and vendors to ensure quality, efficient results

January 2014 - November 2021

Marketing Manager | Peach State Federal Credit Union (Lawrenceville, GA)

- B2C: Created and implemented multichannel marketing campaigns to increase member engagement with products and services
- B2B: 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 maintained social media presence to engage with existing and potential members, consistently ranked in Top 100 Credit Unions on Facebook by TheFinancialBrand.com
- Initiated email onboarding campaign to increase product depth with new members

EDUCATION

December 2002

- B.S. Public Relations | Georgia Southern University

January 2021

- Hubspot Inbound Marketing Certified

KEY SKILLS

Copywriter and Editor • Persuasive Storyteller • Communication Planner • Content Creator • Social Media Marketer • Public and Media Relations Spokesperson • Researcher

TOOLS

- Google Analytics
- Hubspot
- Adobe Creative Cloud
- Asana
- monday
- Documatix
- Kentico CMS
- Microsoft Office
- Google Workspace

- Established training program for new employees to increase employee engagement with marketing initiatives
- Created 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 childrens' savings account (developed launch and ongoing engagement plans)
- Created digital and printed marketing materials for promotional campaigns that generated new loans
- Extensive writing for a variety of functions including newsletter articles, website copy, blogs, social media posts, speeches, videos, interviews, and more

April 2012 - January 2014

Marketing Coordinator | FabricAir, Inc. (Lawrenceville, GA)

- 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 trade show activities throughout North America for Sales team
- Created basic collateral materials for sales activities including flyers, email newsletters, and presentations

February 2010 - February 2012

Senior Marketing Specialist | AtHomeNet, Inc. (Suwanee, GA)

- Coordination of all Marketing projects from conceptualization to follow-up
- Managed all publicity efforts
- Conceptualized, proofed and edited all collateral materials
- Trade show coordination from booth rental to follow up, including the coordination of 3 companies to create a unified presence
- Editorial contributions to various industry publications to position the company as an industry expert
- Social Community Manager – networking for publicity and SEO purposes
- Edited of monthly company newsletter for clients and wrote 75% of content
- Utilized CRM software (Salesforce) for project management
- Coordinated all print and digital advertising efforts
- Launched multiple services that changed the position of the company in the marketplace
- Orchestrated direct mail campaigns including prospect letters and postcards

Complete work history, work samples and reviews available at heathermcgowen.com.