

HEATHER MCGOWEN-GRIFFIN

MARKETING. COMMUNICATIONS. PUBLIC RELATIONS.

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Summary

Marketing professional with Public Relations degree and 15+ years of experience developing data-driven marketing and communications plans for internal and external stakeholders. Passionate and persuasive storyteller with an eye for quality design on a mission to continually improve.

Professional Skills

- B2B, B2C, D2C Marketing
- Performance Analysis
- Staff Training and Engagement
- Communication Strategy
- Copywriting and Editing
- Brand Marketing
- Content Development
- Public and Media Relations
- Sales Enablement

Tools Used

- Adobe Creative Suite
 - Asana
 - Canva
 - Contentful
 - Google Workspace
 - Hubspot
 - Monday.com
 - Slack, Teams, etc.
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Work History

Marketing Specialist | Caribou Financial, Inc.

November 2021 - Present

- Develop and coordinate campaigns for offline marketing acquisition (direct mail, OOH) aligned with established KPIs and OKRs to increase funded loan volume
- Monitor and report on campaign status and response rate daily and monthly to assess performance and make adjustments as needed
- Evaluate growth opportunities and determine fit with strategic goals and R&D budget
- Generate comprehensive 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 internal and external campaign assets are industry regulation compliant and assessed for any risk
- Manage relationships with agencies and vendors to ensure consistent, quality, efficient results

Marketing Manager | Peach State Federal Credit Union

January 2014 - November 2021

- B2C Marketing: Created and implemented multichannel marketing campaigns to increase member engagement with products and services
- B2B Marketing: Developed and implemented communications plans for business development activities to generate new memberships
- Extensive copywriting for newsletter articles, websites, landing pages, blogs, social media posts, executive speeches, video scripts, interviews, and more
- Created digital and printed collateral materials for promotional campaigns that generated new loans
- Managed publicity efforts for credit union and internal charitable foundation, including media pitches, talking points, and news releases
- 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
- Created content for inbound marketing activities in Hubspot including blogs, emails, and social media
- Initiated email onboarding campaign to increase product depth with new members
- Established training program for new employees to increase engagement with marketing initiatives
- Product Manager/SME for childrens' savings account (developed launch and ongoing engagement plans)
- Participated in the opening of 11 branches, 7 mergers, asset growth of \$400M, and the launch of more than 10 new products and services

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

Education

B.S. Public Relations, Georgia Southern University

August 1998 - December 2002

- Public Relations Student Society of America
- Creative Writing Club
- Alpha Omicron Pi sorority, Public Relations Chairperson

View complete work history, writing samples, and more at www.heathermcgowen.com.