

HEATHER MCGOWEN-GRIFFIN

COMMUNICATIONS. BRANDING. PUBLIC RELATIONS. CONTENT.

hmcgowen@gmail.com | 770.833.1380

Summary

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

Work History

Global Communications and Content Manager | FabricAir, Inc.

February 2023 - Present

- Responsible for global marketing communication strategies and plans that gain market share and generate awareness about the product and brand
- Provide creative direction to graphics team for visual content development including video storyboards, animations, collateral materials, email, and social media
- Coordinate bi-monthly email newsletter production and distribution
- Develop and manage communication for global and US social media channels and websites
- Maintain content calendar for all communications activities
- Ensure organizational initiatives and projects are effectively communicated to all relevant stakeholders
- Coordinate PR initiatives for U.S. territory to generate awareness and position FabricAir as an industry expert through thought leadership

Marketing Specialist | Caribou Financial, Inc.

November 2021 - January 2023

- Developed and coordinated campaigns for offline marketing acquisition (direct mail, OOH) aligned with established KPIs and OKRs to increase funded loan volume at target CAC
- Monitored and reported campaign status and response rate to assess performance
- Evaluated OOH channel opportunities to align with strategic goals and R&D budget
- Collaborated with design team to provide strategic guidelines for direct mail to ensure accuracy and alignment with brand voice and tone
- Worked with Compliance and Legal teams to ensure internal and external campaign assets are industry regulation compliant and assessed for risk
- Managed relationships with agencies and vendors to ensure consistent, quality, efficient results

Marketing Manager | Peach State Federal Credit Union

January 2014 - November 2021

- Content development for the credit union and charitable foundation including newsletter articles, social media, landing pages, blogs, executive speeches, leadership communications, and video scripts
- Built and executed multi-channel marketing and communications strategies to promote products and services that targeted buyer personas for lead generation and member engagement
 - Created content for inbound marketing activities in Hubspot including blogs and emails
 - Initiated email onboarding campaign to increase product depth with new members
 - Grew and maintained social media presence that was consistently ranked in *Top 100 Credit Unions on Facebook* by TheFinancialBrand.com
 - Created digital and printed collateral materials for promotional campaigns
- Managed publicity efforts for credit union and internal charitable foundation, including media pitches, talking points, crisis communications, news releases, and interview coaching for executive staff
- Established training program for new employees to increase engagement with marketing initiatives through cross-functional collaboration with teams across the organization
- Implemented communications plans for business development activities to expand membership through Select Employee Groups and community partnerships
- Implemented brand guidelines for consistent positioning and reputation management
- Product Manager/SME for children's savings account
- 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 global 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

Professional Skills

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

Tools Used

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