

HEATHER RANDALL



HMRandall@iCloud.com



[727.291.3286](tel:727.291.3286)



[Portfolio](#)



[LinkedIn.com/in/HMRandall](https://www.linkedin.com/in/HMRandall)

EXPERIENCE

Marketing Manager

CCL Designs

Oct. 2008-Present [Full-time, Contract, Remote]

- Built MarTech Stack
- AI Implementation
- Website Management/Design
- SEO/SEM/PPC
- GEO (Generative Engine Optimization)
- Content & Content Strategy
- Digital Marketing
- Social Media
- Graphic Design
- Email Marketing
- Competitive Analysis
- Presentations

Marketing Strategy & Communication

BlackHägen Design

Nov. 2015-Dec. 2018 & Mar. 2023-Aug. 2024 [Full-time, Contract, Remote]

- Built MarTech Stack
- AI Implementation
- Strategy Creation
- Project Management
- Event & Trade Show Marketing
- Marketing Analysis
- Content & Content Strategy
- Email Automation
- SharePoint Development
- Web Management/Design/SEO/SEM

Marketing Manager

RE Mentor

Feb. 2022-Sept. 2022 [Full-time, Remote with <5% Travel]

- Project Management
- AI Implementation
- Competitive Analysis Authority
- Omnichannel Marketing
- Overhaul Copy & Copy Strategy
- SEO/SEM (Google & Facebook Ads)
- Marketing Reporting
- Marketing Automation
- Creative Direction
- SOP Development

Director of Marketing

Southern Lock & Supply

Jan. 2014-Nov. 2015 [Full-time, on-site]

- Built MarTech Stack
- Digital Marketing
- Content & Strategy Creation
- Marketing Automation
- Direct Mail Best Practices
- New Product Launches
- List Management
- Marketing Analysis
- Web/Graphic Design/SEO/SEM
- Email Marketing

Marketing & PR

Florida Hospital North Pinellas

Sept. 2011-Oct. 2012 [Full-time, on-site]

- Marketing Strategy
- Florida Hospital Re-Branding
- Budget Allocation
- Content for Hospital & Affiliates
- Social Media
- Graphic Design
- SharePoint
- Web Management/Design/SEO

EDUCATION

MBA

University of Phoenix

Nov. 2013, GPA 3.50

BA in Communication

University of Tampa

May 2009, GPA 3.908

Magna Cum Laude

Academic Award of Excellence for
Communication Majors

AA in Design *[graphic & web]*

Brevard Community College

June 1998, GPA 3.75

Phi Theta Kappa Honor's Society

Community Service Award for
Microbiological Studies on Clearlake

SKILLS

Marketing & Strategy

Customer Relationship Management
Email marketing platforms
Social media management tools
Marketing automation software
Market research tools
Analytics and tracking tools
Content management systems (CMS)
Search Engine Optimization (SEO)
Pay-Per-Click (PPC)

Marketing Analytics

Data visualization tools
Business intelligence software
Web analytics platforms (GA4)
Marketing attribution tools
A/B testing platforms
CRM software
Customer journey mapping tools

Web Design

Website builders (WordPress)
Web analytics platforms

Graphic Design

Graphic design software
Vector graphics editors
Image editing software
Typography tools
Color management software
Digital asset management systems

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EXPERIENCE

Marketing & PR Manager

Donovan Industries

Nov. 2009-Nov. 2010 [Full-time, on-site]

- Project Management
- Email Automation
- Built MarTech Stack
- Omnichannel Marketing
- Content Writer (Multi-Channel)
- Marketing Strategy
- Marketing Reporting
- Lead Marketing Channels
- Creative Direction
- SOP Development

Director of Marketing & Design

Educational Symposia

May 2001-Dec. 2009 [Full-Time, On-Site]

- Built MarTech Stack
- Effective Leadership
- Budget Management
- Strategy Creation/ Implementation
- Digital Marketing/SEO/SEM
- Direct Mail Direction
- Email Marketing
- Medical Book Editing
- Content Creation/Strategy
- Event Marketing
- Keynote/PowerPoint Editor
- Public & Media Relations
- Vendor Relations
- Graphic Design

Graphic Designer and Quality Control

Direct Mail Express

Feb. 2000-May 2001 [Full-time, on-site]

- Lead Creative Designer
- Customer Contact
- Quality Control for Creative
- Sales Contact

Graphic Design, Pre-Press Production

Digital ImageWorks

Sept. 1998-Feb. 2000 [Full-time, >10% Travel]

- Film Output
- Film Stripping
- Graphic Sales
- Graphic Design
- Marketing Strategy
- Pre-Flight Files

HTML Coder and Production Assistant

USA Today/Florida Today

Sept. 1994-Sept. 1998 [Full-time, On-site]

- Hand Code First Company Website
- Typesetter
- Proofreader
- Sales Assistant

SKILLS

Digital Marketing

Digital advertising platforms
Social media management
Content marketing platforms
Influencer marketing platforms
Video marketing platforms
Email marketing software
Mobile marketing platforms
Website analytics tools

Event Management

Event planning software
Registration and ticketing platforms
Event marketing software
Venue management tools
Budgeting and finance software
Attendee engagement apps
Survey and feedback tools

Content Creation/Copywriter

Article writing
Blog writing
Word processing software
Writing enhancement tools
SEO/GEO writing tools
Content planning and organization
Collaboration platforms
Content management systems (CMS)
Research and reference tools

Communications Manager

Public relations (PR) management
Media monitoring and tracking tools
Press release distribution platforms
Internal communication platforms
Social listening and sentiment analysis

Project Manager

Project management software
Task management tools
Time tracking and resource allocation
Gantt chart software

Direct Mail Manager

Direct mail automation software
Mailing list management tools
Variable data printing (VDP) software
Postal address validation services
Response tracking and analytics
Personalized direct mail platforms

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SKILLS

A/B Testing
Active Campaign
Adobe Acrobat
Adobe Creative Suite
Adobe Dreamweaver
Adobe Illustrator
Adobe Indesign
Adobe Photoshop
AI Implementation
Analysis Skills
Analytics
AP Style
Art Direction
B2B
B2C
Blogging
Branding
Budgeting
Callfire
Canva
ChatGPT
Clickfunnels
Clickup-Power User
Communication Skills
Constant Contact
Content Creation
Content Development
Content Management Systems
Content Marketing
Content Strategy
Continuous Improvement
Conversion Optimization
Copywritings
Cvent
Customer Service
Data Analytics
Data Collection
Data Management
Databases

Digital Marketing
Direct Mail
Direct Marketing
DTC
Drupal
Email Marketing
Employee Evaluation
Events Management
Everwebinar
Facebook Advertising
GEO (Generative Engine Optimization)
Google Ads
Google Analytics
Google Cloud Platform
Google Data Studios
Google Docs
Google Suite
Google Tag Manager
Grammarly
Grant Writing
Graphic Design
Healthcare
Hootsuite
Illustration
Infusionsoft
Integrated Marketing
Layout Design
Lead Generation
Leadership
List Management
Logo Design
Mailchimp
Management
Marketing
Marketing Analysis
Marketing Automation
Marketing Communications
Marketing Operations
Marketing Research

Media Buying
Media Relations
Medical Terminology
Microsoft Access
Microsoft Excel
Microsoft Office
Multichannel Marketing
Operations
Organizational Skills
Packaging
Photography
PPC Campaign Management
Prepress
Presentation Skills
Process Management
Project Management
Project Management Software
Project Planning
Proofreading
Proposal Writing
Public Relations
SEO
SEM
Sharepoint
Sharpspring
Social Media Management
Team Management
Time Management
Trade Shows
Typography
User Experience (UX)
User Interface (UI)
Video Editing
Video Production
Web Analytics
Web Designs
Web Development
Wistia
Wordpress