

HEATHER HEAD

🏠 Atlanta, Georgia

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SUMMARY

A results-oriented marketing, communications and business development professional who combines creativity and strategy to effectively impact business outcomes. Self-starter who demonstrates solid conceptual and analytical thinking combined with a strong application of know-how. Accomplished in working independently and with senior executives to develop creative and highly strategic points of view and communications.

HARDSKILLS

Strategic Proposals

Expert

Project Management

Expert

Marketing Strategy and Campaigns

Advanced

Business Development

Advanced

Corporate Communications

Expert

Creative Thinking

Expert

SOFTSKILLS

Innovative Leadership

Expert

High-performing Teaming

Expert

Creativity and Innovation

Expert

Conceptualization

Expert

Listening

Advanced

PROFESSIONAL EXPERIENCE

Internal Communication Lead – Contractor

EY – Atlanta, GA

August 2020 – Present

- ▶ Self-starting Internal Communication Lead responsible for internal communications across the Americas for two multi-billion-dollar industries, effectively collaborates with senior stakeholders, functional groups and teams to promote business plans, strategy and objectives using various communication channels and tactics
- ▶ Owns the overall internal communication process for two sectors, leading the annual internal communication planning, based on input from Sector Leadership with insights related to big bets/priorities. In addition to, ensuring coordination and quality, and providing policy and process knowledge, as necessary
- ▶ Develops effective relationships with global, regional and other functional teams to maximize communication efficiencies, while building trust
- ▶ Creativity and innovation – Possessing a passion for driving continuous improvement through spotting opportunities and seeking the views of others. Pitches new approaches to senior leaders to deliver communications in more efficient and effective ways by challenging processes and recommending new approaches
- ▶ Created a comprehensive platform using various mediums to help targeted communities lean in to go-to-market strategies with more precision and focus through tailored access to relevant, insightful and innovative content. Single-handedly drafts, seeks approvals and executes deliverables through channels such as interviews, videos, podcasts and articles, while amplifying globally using established relationships
- ▶ Responds to request to develop standard communications related to executive communications and operations using approved channels, such as firm-wide meetings, presentations, emails and alerts, and intranets
- ▶ Frequently consults with various team members on ad-hoc initiatives/programs offering recommendations on an effective amplification strategy based on audiences and channels
- ▶ Provides ongoing executive messaging, writing and presentation support (including Market Board-level work). Manages a high-volume of communication initiatives simultaneously, meet tight deadlines and work under pressure
- ▶ Drives change management in a communications capacity, actively educating senior stakeholders and teams on communication guidelines

Director, Cross Capability Sales

North Highland - Atlanta, GA

March 2020 – June 2020

- ▶ Spearheaded and managed content strategy for both small-scale and large-scale projects, harnessing strategy, digital and brand design, compelling content, and technology
- ▶ Delivered revenue generation strategies focused on reactivating dormant clients to expand the active client base
- ▶ Collaborated with the marketing and sales departments to identify objectives and goals, develop marketing plans, analyze results, and identify opportunities
- ▶ Supervised a cross-functional team of sales and marketing, data and analytics, and web developers in the strategic development of messages and deliverables for firm proprietary tools and accelerators
- ▶ Prioritized work and resources across engagements based on short- and long-term needs, and established schedules to collaborate with various departments
- ▶ Conducted brainstorming sessions with teams, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner
- ▶ Produced fresh, innovative work that translated complex ideas into compelling materials and digital experiences
- ▶ Provided competitive analysis on various companies' market offerings, identified market trends, sales and methods of operation

Assistant Director, Strategic Pursuit Strategist

Ernst & Young - Atlanta, GA

February 2016 – February 2020

- ▶ Pursuit Strategist in the Firm's Central Strategic Pursuits Group, responsible for creating high-performing advisory and tax teams in fast-paced environments
- ▶ Led the development of creative and highly strategic value propositions, communications and client-facing materials that conveyed a deep understanding of the client's needs for RFP, RFI, RFx opportunities

HEATHER HEAD

TESTIMONIALS

"Heather is quite possibly one of the most amazing people I have had the opportunity to work with in my entire career. She has the ability to make the impossible possible and is a key member of our engagement team. Bottom line she is the best in the business."

- Partner, EY

"Heather rallied the teams behind the scenes (designers, creative services, illustrators) and on-boarded them effectively so that they hit the ground running with the proposal team. Heather managed all of the activities with various teams and I trusted her fully to get the job done - on time, on quality and she delivered exceptionally well."

- Partner, EY

"Heather was instrumental in leading the pursuit team to successfully provide a comprehensive response encompassing various components, developing presentation materials for two separate and diverse tracks in a professional and consistent manner. Most importantly, she was able to simultaneously drive and manage multiple competing priorities and deliverables from a diverse team to ensure a quality deliverable meeting EY standards. She is a consummate team player, always willing to make the extra effort to ensure a successful outcome."

- Business Development Leader, EY

"Heather was incredibly valuable to our deals. She worked with geographically dispersed teams on complex opportunities. She took time to research and understand our brand in the market to position us as market leaders. Her creativity and responsiveness was incredibly valuable."

- Partner, EY

Heather provided excellent leadership and teaming on the pursuit, leading the day-to-day activities, guiding and coaching our teams, and ultimately creating an excellent proposal response.

- Global Client Service Partner, EY

PROFESSIONAL EXPERIENCE

Assistant Director, Strategic Pursuit Strategist

Ernst & Young - Atlanta, GA

February 2016 – February 2020

- ▶ Mobilized creative services to develop innovative design approaches and strategies, and drafted storyboards, scripts, videos, and creative briefs to pitch creative concepts to pursuit leaders to gain support
- ▶ Developed and set direction for proposal teams, functioning as the strategic driver, developing the proposal plan and overseeing the day-to-day activities, review process, timelines and resources on projects concurrently
- ▶ Served as an intermediary for teams, managing the day-to-day creative process and execution, while anticipating design, production and vendor needs to drive a seamless execution
- ▶ Exceptional project management of complex pursuits, providing day-to-day management, creating timelines to monitor progress, ensuring all deliverables meet compliance requirement and brand/quality standards, and comfortable executing in tight deadline-driven environments
- ▶ Conducted win strategy sessions with proposal teams to evaluate the team's preparedness to develop and submit a winning proposal
- ▶ Regularly coached and prepared teams for client meetings and presentations using the Miller Heiman Effective Client Encounters approach
- ▶ Managed \$3950M in medium to large opportunities with an 86%-win rate

Lead Integrated Marketing Coordinator

ABM Industries - Atlanta, GA

January 2013 – March 2016

- ▶ Responsible for a wide range of marketing and business development tasks for a Fortune 500 facilities management and sustainable services organization. Regular interaction with senior executives across several business units to accommodate the various marketing and Business Development needs of the national sales team
- ▶ Teamed with key stakeholders to design marketing strategies and launched marketing campaigns, while ensuring brand alignment and consistent visual identity. Frequently, facilitated the development and implementation of targeted digital cultivation campaigns to increase customer engagement resulting in a 37% increase
- ▶ Responsibilities also included managing, writing and producing proposals (RFPs and RFIs) and presentations across all lines of business, creating and maintaining marketing collateral material, significant re-branding projects, internal and external communications, authoring web content and management of CRM system
- ▶ Collaborated with subject matter experts to develop strategic thought leadership, white papers and case studies, leveraging multiple channels to engage target audiences
- ▶ Worked with the analytic team to track and measure the effectiveness of digital campaigns and adjusted strategies accordingly
- ▶ Managed \$450M in multinational opportunities with a 71% win rate

Director of Marketing and Development

National Conference of Black Mayors - Atlanta, GA

August 2010 – January 2013

- ▶ Led the marketing and development responsibilities for a global non-profit focused on economic development. Frequently established relationships with local elected officials, congressional members and secretaries of state to take positions on policy. Responsible for all corporate communications across multiple mediums, including print, digital, and social media
- ▶ Initiated campaigns to rebrand the organization to build on its 35-year legacy and evolve to reflect current membership. Led the global rebranding efforts, collaborating closely with key stakeholders to develop innovative re-branding campaigns reflecting the new strategic vision globally
- ▶ Oversaw the creation of national programs and supporting campaigns, teaming with local government officials across 350 cities nationwide to execute various programs aligned to the corporate responsibility objectives of the Business Council Members (such as education, financial literacy, clean water, broadband access and gun prevention)
- ▶ Responsible strategic initiatives to grow Business Council membership, proactively developing partnerships within the business community serving as the primary liaison to facilitate communication

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PROFESSIONAL EXPERIENCE

Director of Marketing and Development

National Conference of Black Mayors - Atlanta, GA

August 2010 – January 2013

- ▶ Responsibilities also included overseeing the marketing and communications for regional and global conferences annually - including all branding and marketing materials related to registration, sponsorships, announcements, public relations, web content and supporting materials – creating compelling digital campaigns and promotional material, writing press releases and daily alerts, publishing newsletters and policy stances and maintaining the website and SharePoint site

Marketing Associate

Weatheron Heating & Air Conditioning - Atlanta, GA

June 2009 – August 2010

- ▶ Engaged with marketing teams on a regular basis to brainstorm ideas for new and innovative marketing and social media campaigns
- ▶ Directed the development of marketing materials for media campaigns (e.g. print and digital ads, direct mail, banner ads)
- ▶ Monitored social media web analytics on a weekly basis (e.g. page views, twitter followers), and provided reports of growth and other activity
- ▶ Utilized monthly marketing and public relations calendars to coordinate activities
- ▶ Managed the CRM system and increased entries by 40%
- ▶ Assisted with the marketing strategy per the business development blueprint

EDUCATION

Bachelor of Science, Marketing

College of Business, Johnson & Wales University

Summa Cum Laude

05/2010

Charlotte, NC

Masters, Marketing

Robinson College of Business, Georgia State University

Candidate

05/2023

Atlanta, GA

SYSTEMS AND SOFTWARE

- ▶ Salesforce.com
- ▶ Qvidian: Sales Execution Software
- ▶ Marketo, Inc.
- ▶ Adobe Photoshop, Illustrator and InDesign
- ▶ Microsoft Word, Excel and PowerPoint