



HEATHER WRIGHT

MARKETING
PROFESSIONAL

PROFILE

More than 15 years of marketing experience working with remote teams nationally and internationally.

EXPERIENCE

CONSULTING - BUSINESS STRATEGIST MARKETING SPECIALTY

Independent Consulting - Houston, TX
2006 - present (Varying contract & full-time)

National consulting and fractional roles for small to large businesses and start-ups. Advised B2B and B2C companies in business services, manufacturing, energy, special events, e-commerce, automotive, fashion, engineering, construction, disaster recovery services, and more.

DIRECTOR OF MARKETING

Planet Three Elevation - Houston, TX
2020 - 2022 (Contract Completed)

During a global pandemic, fully and remotely rebranded and reorganized the marketing for a rapidly growing construction company working to secure FEMA Federal Disaster Mitigation grants and private homeowners, to include complete website redesign, new print collateral, presentations, online branding, advertising, and social media management.

Through my work they have:

- Improved their in position on Google by 83%
- Increased traffic to the website via:
 - Organic by 221%
 - Social by 1,225%
 - Direct by 170%
- Website overall has seen a 248% increase in traffic
- Achieved improved effectiveness of online advertising by 77% through social and Google ads

CONTACT

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- 🌐 heatherwrightconsulting.com

SPECIALTIES

- Marketing
- Branding
- Websites
- Advertising
- Graphic Design
- Sales
- Presentations
- Communications
- eCommerce
- Marketing Plans
- Brand Strategy
- Launch Plans
- Marketing Auditing
- Sales/Marketing Synergy
- Internal Communications



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EXPERIENCE CONT'D

DIRECTOR OF MARKETING

Meador Staffing - Houston, TX

2018 - 2019

Directed the rebranding of a 50-year-old staffing firm. Upgraded communication methods, use of technology, company image, and employee engagement. Rebrand coordination included over 400 rebranded and new assets for 5 branch locations.

- Increased website visits 562.51% year over year
- Significant increases in Website and Job Board visits:
 - Increase of 680.26% in job listing views over the previous year
 - Increase of 428.15% in job applications over the previous year
 - Website ROI increased by 92.63% over the previous year

MARKETING MANAGER - NORTH AMERICA COURT REPORTING DIVISION

DTI/EPIQ - Houston, TX

2017 - 2018

Laid the foundation of a new marketing plan for the North America Court Reporting division of an international, one-billion-dollar legal services company. In addition to the Marketing Manager role, and due to the rebrand timeline, I acted as the interim Digital Marketing Manager and Graphic Designer for the Court Reporting business unit during the transition phases of a merger. Assisted in the rebranding process outside of the scope of the role, including management of client-facing collateral and web content for the international company of 4000+ employees, as well as the production of all print collateral for the business units in the US market.

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PROFILES

- DiSC
 - DCI
 - Chancellor
- MEYERS-BRIGGS
 - INFP
 - Empath | Mediator
- ENNEAGRAM
 - Type 6
 - Wings 6w5 / 6w7
- CLIFTON STRENGTHS
 - Learner
 - Individualization
 - Achiever
 - Arranger
 - Restorative



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EXPERIENCE CONT'D

DTI/EPIQ Cont'd

- Created nationwide monthly marketing campaigns for a 45+ member remote sales team
- Design and oversight of production of brochures, sell sheets, case studies, the corporate newsletter, and social media content
- Social media outreach via Hootsuite scheduling
- Coordinated automated email campaigns on Pardot and Salesforce
- Prepared budget and financial reports
- Press releases, white papers, and case studies
- Website, SEO, moderate HTML of WordPress site
- Created a Client Onboarding/Experience and Corporate Social Responsibility Program
- Traveled to Washington, D.C., New York, Chicago, Ft. Lauderdale, and Miami for meetings & training

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Accomplishments:

- By auditing and revising previous years' marketing expenses and sources I was able to:
- Reduce the costs expected for rebrand printing costs by 54%
- Reduce the costs of client gifting by 30%, while applying a more personalized approach that connected clients with the sales team.
- Implemented policies that improved communications within the 40+ member sales team



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EXPERIENCE CONT'D

GLOBAL SALES MANAGER

FUEL SITE LICENSES

Hart Energy Publishing - Houston, TX

2008 - 2009

Managed site license contracts and advertising sales for upstream energy industry publications geared towards top-level executive readers.

- Managed and prepared site license contracts and proposals for 100+ largest international oil & gas, automotive, and government clients
- Promoted upstream energy industry magazine appealing to top-level executive readers
- Increased revenue of client contracts from 3%-30% YOY
- Exceeded projected advertising sales numbers by over 30%
- Networked with Oil and Gas Investors and SME's at industry conferences

DIRECTOR OF MARKETING & PUBLICIST

CTC Inc - Houston, TX

2006 - 2017 (Varying contract & full-time until owner retired)

Rebranded company resulting in a national tour, 5-month museum exhibition, national speaking engagements, tv, and print articles. Secured sponsorships from national companies.

- Created and directed marketing plan and budget
- Rebranded company including websites, photos shoots, logos, apparel, and collateral
- Arranged speaking engagements
- Planned and executed US tour schedule
- Managed and authored the PR, sponsorship proposals, presentations, and trade show displays

TESTIMONIALS

www.heatherwrightconsulting.com/testimonials-references