

# HEATHER M. RANDALL

Cell: 727.365.4416 | [HMRandall@HMRandall.com](mailto:HMRandall@HMRandall.com) | [HMRandall.com](http://HMRandall.com) | [LinkedIn](https://www.linkedin.com/in/heathermrandall)

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## SUMMARY

Creative, intelligent, results-oriented leader with proven success in all sales marketing channels. Background includes 20 years graphic design, project management, copywriting, media buying, managing budgets, developing marketing plans, designing marketing initiatives, sales, tradeshow coordination, web design, and SEO. Thrives in fast-paced, challenging environments where critical thinking is a necessity. Published author and public speaker.

## CAREER HISTORY

### **BLACKHAGEN DESIGN, Dunedin, FL**

**11/16 – Present (consultant)**

**Director of Business Development**

Acquire new business via all media channels: social media, eMarketing, Internet marketing, and cold calling. Maintain positive relationships with current and previous clients. Project manage to ensure all projects are on target and on budget.

- Strategy creation
- Marketing analysis
- Email marketing
- Direct mail best practices
- List management
- Internet marketing
- Competitive analysis
- Web design/SEO
- Graphic design

### **SOUTHERN LOCK & SUPPLY, Largo, FL**

**1/14 – 11/16**

**Director of Marketing**

Brought on board to re-vive company marketing initiatives, creative, teach best practices for Internet marketing all based on analysis, and run/organize annual trade show and educational classes.

- Strategy creation
- New product launches
- Marketing analysis
- Email marketing
- Direct mail best practices
- List management
- Photography
- Internet marketing
- Competitive analysis
- Web design/SEO
- Graphic design

### **FLORIDA HOSPITAL NORTH PINELLAS, Tarpon Springs, FL**

**9/11 – 10/12**

**Assistant Marketing/PR Director**

*First six months:*

Assist Director of Marketing Communication in all areas of Marketing and Public Relations, including:

- Marketing strategy
- Budget allocation
- Copywriting
- Graphic design
- Web design/SEO
- Sharepoint development
- Vendor relations
- Department comm.
- Event and public relations

*Second six months (under new Director of Marketing):*

- Web design
- Sharepoint intelligence
- Social media
- Graphic design

### **DONOVAN INDUSTRIES, Tampa, FL** *(Company sold)*

**11/09 – 11/10**

**Marketing & PR Manager**

Managed all marketing channels as lead creative and strategist, including:

- Analytical reports
- Competitive analyses
- Brand management
- All public relations
- Marketing budget
- Strategic marketing plan
- Photo shoots
- Commercial development
- Trade show coordination
- Graphic design
- Web design/SEO
- Copywriting
- Social media

### **SIRION THERAPEUTICS, INC., Tampa, FL** *(Company sold)*

**1/09 – 6/09**

**Assistant Manager, Medical Marketing**

Managed all public relations with media channels. Duties included:

- Scheduled all PR events
- Crisis intervention
- Competitive analyses
- Wrote PR scripts
- Wrote press releases
- Trade shows
- Managed grant applications
- Assisted Marketing VP with creative direction/design

### **EDUCATIONAL SYMPOSIA, Tampa, FL**

**5/01 – 12/08**

**Director of Marketing & Design**

Developed/directed creative marketing department (traditional/Internet marketing), budgets and analytical reports.

- Budget management
- Strategy creation
- Strategy implementation
- Lead marketing channels
- Marketing analyses
- Competitive analyses
- Internet marketing/SEO
- Creative direction
- Direct mail direction
- Hired talented staff
- Copywriting
- Trade show management
- Directed photo shoots
- Vendor relations
- Media relations
- Public relations
- Managed print, list, marketing, creative departments
- Graphic design

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### **DIRECT MAIL EXPRESS, Daytona Beach, FL**

**2/00 – 5/01**

**Project Manager/Sr. Graphic Designer**

Designed direct mail for multiple clients in addition to ensuring company-branding compliance.

- Lead creative designer
- Quality control for creative
- Customer contact
- Sales contact

### **MIDLANTIC DATA SYSTEMS, INC., Melbourne, FL**

**10/99 – 2/00**

**Lead Graphic Designer, Sales**

Managed all direct mail and creative. Sold design services.

- Production
- Graphic design
- Quality control
- Prepress functions
- Design sales
- Lead creative
- Marketing plans

## EDUCATION

### **MBA**

University of Phoenix, November 2013, GPA 3.50

### **BA in Communication**

University of Tampa, May 2009, GPA 3.908

### **Magna Cum Laude**

**Academic Award of Excellence for Com Majors**

### **AA in Graphic Design**

Brevard Community College, June 1998, GPA 3.75

**Phi Theta Kappa Honor's Society**

### **Continuing Education**

Adobe CS3 Workshop by Adobe 2007

Marketing and Direct Mail by National Seminars 2006

Photoshop Tips & Techniques by Rockhurst University 2004

Designing with Dreamweaver by Rockhurst University 2003

Flash by Rockhurst University 2003

Lynda.com, Continuous

### **Certificate in Value Selling**

Florida Today/USA Today, 1996

## AWARDS & ACCOMPLISHMENTS

### **Academic Award of Excellence for Communication Majors**

University of Tampa

### **Community Service Award for Microbiological Studies**

Brevard Community College

### **Dedication & Perseverance Certificate in Human Anatomy & Physiology I & II**

Daytona State College

### **Published Writer**

DT&G Monthly

"How Designers Sell"

Available online: <http://www.graphic-design.com/Creative-Net/selling.html>