

# HEATHER RANDALL

Versatile. Innovative. Resourceful.

 [HMRandall@CCLdesigns.com](mailto:HMRandall@CCLdesigns.com)

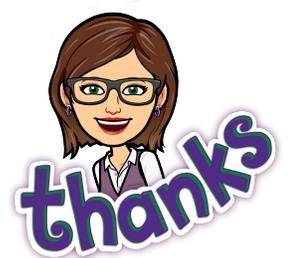
 [CCLdesigns.com](http://CCLdesigns.com)

 727.291.3286

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On the following pages, you'll find Heather Randall's resume in two formats:

- A neatly formatted version spanning two pages.
- A more detailed, less designed version spread across multiple pages.





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## EXPERIENCE

Strategy & Communication, Business Dev.

**BlackHägen Design**

Nov. 2015-Dec. 2018 & Mar. 2023-Present [Full-time, < 5% travel]

- Built MarTech Stack
- Strategy Creation
- Project Management
- Event & Trade Show Marketing
- Marketing Analysis
- Email Automation
- SharePoint Development
- List Management
- Web Management/Design/SEO
- CRM Management

Marketing Communications

**CCL Designs**

Oct. 2008-Present [Full-time, 100% remote]

- Built MarTech Stack
- Website Management/Design
- SEO
- Graphic Design
- Email Marketing
- Social Media
- Internet Marketing
- Exceptional Organizational
- Competitive Analysis
- Presentation
- Copywriting

DOM/Presentation Editor [2001-2008: Director of Marketing & Design]

**Educational Symposia**

May 2001-Present [<5 hours/week, 100% remote; 2001-2008: Full-time, on-site]

- Built MarTech Stack
- Effective Leadership
- Budget Management
- Strategy Creation/Implementation
- Internet Marketing/SEO
- Direct Mail Direction
- Trade Show Management
- Event Marketing
- Keynote/PowerPoint Editor
- Public & Media Relations
- Vendor Relations
- Email Marketing
- Graphic Design

Marketing Manager

**Small Screen Producer**

Jan. 2023-March 2023 [Full-time, 100% remote]

- Project Management
- Email Automation
- Built MarTech Stack
- Omnichannel Marketing
  - social, email, traditional
- Marketing Strategy
- Copywriting
- Lead Marketing Channels
- Creative Direction
- SOP Development

Marketing Manager

**RE Mentor**

Feb. 2022-Sept. 2022 [Full-time, >10% travel]

- Project Management
- Effective Leadership
- Competitive Analysis Authority
- Omnichannel Marketing
  - social, email, traditional
- Marketing Automation
- Copywriting
- Lead Marketing Channels
- Creative Direction
- SOP Development

## 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

### Director of Marketing

#### Southern Lock & Supply

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

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

### Marketing & PR

#### Florida Hospital North Pinellas

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

- Marketing Strategy
- Florida Hospital Re-Branding
- Budget Allocation
- Copywriting
- Social Media
- Graphic Design
- SharePoint
- Web Management/Design/SEO

### Marketing & PR Manager

#### Donovan Industries

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

- Project Management
- Email Automation
- Built MarTech Stack
- Omnichannel Marketing
  - social, email, traditional
- Marketing Strategy
- Copywriting
- Lead Marketing Channels
- Creative Direction
- SOP Development

### 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

### Copywriter

- Word processing software
- Writing enhancement tools
- SEO 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

# Heather M Randall

## Marketing & Design

Riverview, FL 33578

[hmrandall@ccldesigns.com](mailto:hmrandall@ccldesigns.com)

+1 727 291 3286

Heather is a seasoned professional with almost 30 years of experience in marketing and design. Her extensive expertise encompasses traditional and digital marketing, as well as graphic design, where she consistently showcases her talent in creating visually appealing and impactful designs. With proficiency in email marketing, Heather excels in crafting, executing, and analyzing email campaigns to drive engagement and conversions. As a social media marketer, she leverages various platforms to enhance brand awareness and foster meaningful connections with audiences.

Heather's exceptional organizational skills and leadership abilities make her a valuable asset in streamlining workflows, implementing efficient systems, and organizing processes for optimal productivity. She thrives in project management roles, adeptly overseeing multifaceted projects from conception to completion. Her adeptness in developing standard operating procedures (SOPs) and managing digital asset management (DAM) systems further underscores her capacity for effective leadership and project coordination.

Moreover, Heather is renowned for her creativity and problem-solving prowess, consistently delivering innovative solutions to complex challenges. Her adaptability allows her to thrive in dynamic environments, where she readily embraces change and proactively seeks opportunities for growth and improvement. Heather's never-ending thirst for knowledge drives her to stay abreast of the latest industry trends and advancements, ensuring that her skills and strategies remain cutting-edge and effective.

In addition to her technical proficiency, Heather's copywriting excellence adds another dimension to her versatile skill set, enabling her to craft persuasive and compelling copy across various mediums. Her commitment to continuous learning and professional development underscores her dedication to staying at the forefront of the marketing and design landscape. With Heather at the helm, organizations benefit from a seasoned professional who not only delivers results but also inspires innovation and excellence.

Authorized to work in the US for any employer

## Work Experience

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### Manager, Marketing & Strategy

BlackHägen Design - Remote

November 2015 to Present

#### INDUSTRY [B2B]

- Medical Device Development
- Product Development

#### ACCOMPLISHMENTS

- Grew contact list to over 2,000 in three months.
- Achieved consistent monthly website traffic growth of 15%.
- Boosted social media following by 7%.
- Implemented automation solutions.

- Introduced effective project management strategies.
- Implemented analytics tools for data-driven decision-making.
- Integrated CRM system with website for enhanced analytics.

#### TASKS

- Built MarTech Stack
- Strategy & Execution
- Marketing
- Communication
- Project Management
- Event & Trade Show Management & Marketing
- Data Analysis
- Email Automation
- SharePoint Development
- List Management
- Web Management/Design/SEO
- SEM Management (Google Ads)
- Social Media Marketing Management
- Content Marketing
- CRM Management
- Department structure (SOPs, etc)

### **Marketing Communications**

CCL DESIGNS, FL (Sole Prop) - Riverview, FL  
October 2008 to Present

#### INDUSTRY [B2B, B2C]

- Marketing Agency
- Healthcare
- Automotive
- Real Estate

#### ACCOMPLISHMENT

- Sustained a thriving freelance business since 2008.

#### TASKS

- Build MarTech Stacks
- Website Management/Design
- Product Marketing
- SaaS
- SEO (Organic)
- SEM (Google Ads) Management
- Graphic Design
- Email Marketing
- Social Media
- Internet Marketing
- Exceptional Organizational
- Competitive Analysis
- Presentation
- Copywriting
- Project Management

## **Marketing & Design/Presentation Editor**

Educational Symposia - Tampa, FL

May 2001 to Present

INDUSTRY [B2B, B2C, DTC]

- Continuing Medical Education (CME)
- Continuing Education

ACCOMPLISHMENTS

- Introduced digital marketing strategies encompassing email marketing/automation, SEO, SEM, and social media (organic/paid) to the organization.
- Introduced a Learning Management System (LMS) to facilitate online educational opportunities.
- Integrated CRM with the new website, enhancing data synergy and analytics.
- Spearheaded a successful website redesign initiative
- Established and nurtured the marketing and design department from inception.
- Implemented effective project management methodologies to streamline operations and enhance productivity.

TASKS

- Built the department
- Built MarTech Stack
- Effective Leadership
- Budget Management
- Strategy Creation/ Implementation
- Product Marketing
- SaaS
- Internet Marketing/SEO
- Direct Mail Direction
- Trade Show Management
- Event Marketing
- Keynote/PowerPoint Editor
- Public & Media Relations
- Vendor Relations
- Email Marketing
- Graphic Design
- Departmental SOPs

## **Marketing Manager/Operations**

Small Screen Producers - Remote

January 2023 to March 2023

INDUSTRY [B2B, B2C]

- Marketing Agency
- Pool & Spa
- SaaS

ACCOMPLISHMENTS

- Spearheaded and executed comprehensive project management strategies, ensuring seamless workflow and timely project delivery.
- Developed SOPs and established effective management protocols to streamline operations and enhance organizational efficiency.
- Pioneered the adoption of a cutting-edge Marketing Technology (MarTech) stack, optimizing marketing initiatives and driving measurable results.

- Overhauled all written content, enhancing clarity, coherence, and effectiveness to resonate more effectively with target audiences.

#### TASKS

- Project Management
- Email Automation
- Built MarTech Stack
- Omnichannel Marketing
- Marketing Strategy
- Copywriting
- Lead Marketing Channels
- Creative Direction
- SOP Development

### **Marketing Manager**

RE Mentor - Remote

February 2022 to September 2022

#### INDUSTRY [B2C]

- Real Estate Education
- Real Estate Marketing

#### ACCOMPLISHMENTS

- Maximized utilization of the project management system by providing comprehensive training and guidance on its full capabilities.
- Overhauled and optimized all marketing copy across various channels, resulting in enhanced messaging consistency and effectiveness.
- Successfully rebranded all educational events and products, revitalizing their image and appeal.
- Implemented a highly effective customer nurture program, resulting in increased Marketing Qualified Leads (MQLs), reduced event cancellation and no-show rates, and boosted product sales.

#### TASKS

- Project Management
- Effective Leadership
- Competitive Analysis Authority
- Product Marketing
- SaaS
- Social Media Management (Organic & Paid)
- SEM (Google Ads) Management
- Omnichannel Marketing
- Marketing Automation
- Copywriting
- Lead Marketing Channels
- Creative Direction
- SOP Development

### **Director of Marketing**

Southern Lock & Supply - Largo, FL

January 2013 to November 2015

#### INDUSTRY [B2B, B2C, Retail]

- Security Products, Product Marketing

#### ACCOMPLISHMENTS

- Executed a targeted marketing strategy to drive optimized outcomes.
- Introduced automation solutions to streamline processes and increase efficiency.
- Implemented effective project management methodologies to ensure seamless workflow.
- Orchestrated successful new product launches to drive growth and expansion.
- Implemented email and social media marketing campaigns to enhance brand visibility and engagement.
- Successfully rebranded the organization's annual trade show to maximize attendance and impact.

#### TASKS

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

### **Marketing & PR**

Florida Hospital North Pinellas - Tarpon Springs, FL  
September 2011 to October 2012

#### INDUSTRY [B2B, B2C]

- Hospital
- Healthcare
- Private Practice

#### ACCOMPLISHMENTS

- Spearheaded the significant rebranding of a hospital to Florida Hospital North Pinellas, making a substantial impact on its identity and recognition.
- Developed a comprehensive SharePoint Intranet system linking all Florida Hospitals, facilitating seamless communication and collaboration, and provided training for its effective utilization.
- Successfully attracted and integrated new doctor practices and individual doctors into the community, implementing targeted marketing strategies to enhance their visibility and impact in the area.

#### TASKS

- Marketing Strategy
- Florida Hospital Re-Branding
- Budget Allocation
- Public Relations
- Copywriting
- Social Media Management
- Graphic Design
- SharePoint Development of Intranet
- Web Management/Design/SEO

## **Marketing & PR Manager**

Donovan Industries - Tarpon Springs, FL  
November 2009 to November 2010

### INDUSTRY [B2B, B2C]

- Personal Hygiene Products (Retail & Medical)

### ACCOMPLISHMENTS

- Successfully spearheaded the launch of a new heating washcloth product, driving its introduction into the market.
- Implemented robust project management strategies to ensure the smooth execution of initiatives.
- Increased social awareness through targeted marketing efforts.
- Improved organic SEO performance to enhance online visibility and reach.
- Developed comprehensive departmental SOPs to optimize operational efficiency and consistency.

### TASKS

- Project Management
- Product Marketing
- Email Automation
- Built MarTech Stack
- Omnichannel Marketing
- Social Media Marketing
- Website SEO
- Marketing Strategy
- Copywriting
- Lead Marketing Channels
- Creative Direction
- SOP Development

## **Graphic Designer and Quality Control**

Direct Mail Express - Daytona Beach, FL  
February 2000 to May 2001

### INDUSTRY [B2B]

- Marketing Agency
- Automotive
- Real Estate

### ACCOMPLISHMENTS

- Granted the role of quality control for all projects, ensuring meticulous attention to detail prior to print, publication, or release.
- Served as the lead designer for esteemed automotive and real estate clients, delivering top-tier design solutions that met and exceeded their expectations.

### TASKS

- Lead Creative Designer (Automotive & Real Estate)
- Quality Control for All Creative

## **Graphic Design, Pre-Press Production**

Digital ImageWorks - Merritt Island, FL  
September 1998 to February 2000

### INDUSTRY [B2B]

- Printing Pre-Press Agency

### ACCOMPLISHMENTS

- Secured new accounts by employing creative marketing strategies.
- Expertly executed all pre-print output and film stripping tasks with precision and efficiency.

#### TASKS

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

### **HTML Coder and Production Assistant**

USA Today/Florida Today - Melbourne, FL

July 1994 to September 1998

INDUSTRY [B2B, B2C]

- Newspaper

#### ACCOMPLISHMENTS

- Pioneered the launch of the inaugural FloridaToday.com website.
- Designed and paginated the premiere Health booklet weekly insert.

#### TASKS

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

## Education

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### **MBA in Business Administration**

University of Phoenix - Remote

January 2012 to May 2013

### **BA in Communication, Ad/PR**

University of Tampa - Tampa, FL

January 2006 to May 2009

### **Associate in Arts (AA) in Graphic Design**

Brevard Community College - Melbourne, FL

May 1996 to May 1998

## Skills

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- Microsoft Office (10+ years)
- Graphic Design (10+ years)
- Web Design (10+ years)
- Email Marketing (10+ years)
- Project Management (10+ years)

## Skills

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- Budgeting (10+ years)
- Copywriting (10+ years)
- Trade Shows (10+ years)
- Media Relations (10+ years)
- Marketing Communications (10+ years)
- Marketing Research (10+ years)
- Marketing Analysis (10+ years)
- Marketing Automation (10+ years)
- MultiChannel Marketing (10+ years)
- List Management (10+ years)
- Direct Mail (10+ years)
- Branding (10+ years)
- Prepress (10+ years)
- WordPress (8 years)
- Digital Marketing (10+ years)
- Public Relations (10+ years)
- Logo design (10+ years)
- Employee evaluation (10+ years)
- Packaging (3 years)
- Content Creation (10+ years)
- Media Buying (10+ years)
- Layout Design (10+ years)
- Proofreading (10+ years)
- Events Management (10+ years)
- Adobe Creative Suite (10+ years)
- Adobe InDesign (10+ years)
- Adobe Dreamweaver (10+ years)
- Content Development (10+ years)
- Blogging (8 years)
- Adobe Illustrator (10+ years)
- Typography (10+ years)
- Adobe Photoshop (10+ years)
- Adobe Acrobat (10+ years)
- Photography (10+ years)
- Leadership (10+ years)
- Project management (10+ years)
- Search Engine Optimization (SEO) (10+ years)
- Social Media Management (5 years)
- Google Analytics (5 years)
- Analytics (10+ years)
- Project planning (10+ years)
- Presentation skills (10+ years)
- Customer service (10+ years)
- Google Suite (5 years)
- Data management (10+ years)
- Video Editing (5 years)
- Illustration (10+ years)
- Video Production (10+ years)
- Wistia (1 year)
- CallFire (Less than 1 year)
- EverWebinar (Less than 1 year)
- ClickFunnels (Less than 1 year)
- Marketing (10+ years)
- B2B (10+ years)
- Canva (5 years)
- Constant Contact (5 years)
- MailChimp (5 years)
- InfusionSoft (4 years)
- Content marketing (10+ years)
- Data collection (10+ years)
- A/B testing (10+ years)
- Google Cloud Platform (5 years)
- Direct marketing (10+ years)
- Project management software (10+ years)
- Databases (10+ years)
- AP style (10+ years)
- Google Docs (5 years)
- Art direction (10+ years)
- Writing skills (10+ years)
- Communication skills (10+ years)
- Data analytics (10+ years)
- Integrated marketing
- Healthcare (10+ years)
- Content management systems
- Drupal
- Analysis skills
- Microsoft Excel
- Process management
- Organizational skills
- English

## Skills

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- Direct marketing
- Direct marketing
- Google Data Studios (Less than 1 year)
- Team management
- Management
- Time management
- Conversion optimization
- Content strategy
- Google Tag Manager
- Google Ads
- Web analytics
- Facebook Advertising
- Proposal writing
- Google AdWords
- Microsoft Access
- Lead generation
- Hootsuite
- Continuous improvement
- Grant writing
- Email marketing
- Medical terminology (10+ years)
- WordPress
- Web Development
- PPC Campaign Management
- User Experience (UX)
- Marketing
- Project management
- Digital marketing

## Languages

## Languages

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- English - Expert
- American Sign Language - Beginner

## Links

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

<https://ccldesigns.com>

<https://www.linkedin.com/in/hmrandall/>

## Awards

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

May 2009

Awarded the Academic Award of Excellence for Communication Majors. This award is given to the student who has the highest GPA in their major. Out of 401 people, I had the highest GPA for the Communications Majors, while working full-time as a Marketing Director

## Groups

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### **Newsletter Editor for the Suncoast Mustang Club**

January 2017 to Present

I design the email-only newsletter from A to Z including, but not limited to, writing articles, seeking photography, working with the other club members to acquire stories and images. I did resign from the position in February 2022 but am still a member of the club.

### **Web Designer for the Suncoast Mustang Club**

January 2020 to Present

I designed the SMC website from A to Z including, but not limited to, writing articles, seeking photography, and working with the other club members to acquire stories and images. I did resign from the position in February 2022 but am still a member of the club.

## Publications

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### **DT&G Magazine**

[https://graphic-design.com/Creative-Net/0503\\_winners.html](https://graphic-design.com/Creative-Net/0503_winners.html)

May 2003

Heather took so much interest in our February quiz question, we simply had to present her comments in her own page.

(Please note: my former last name was Kirkland)

## Additional Information

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I am a dedicated, hard-working individual who has not met a task that couldn't be conquered successfully.