

# HS

**Heather Schneider**

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## SERVICES

- ▶ Proposal & Presentation Development
- ▶ Graphic Design/Layout
- ▶ Public Relations
- ▶ Event Planning
- ▶ Marketing Support Services

## SKILLS

- ▶ Project Management
- ▶ Graphic Design/Visual Messaging
- ▶ Brand Development and Market Positioning
- ▶ Internal and External Communications
- ▶ Special Event and Conference Planning
- ▶ Strategic Research, Planning and Go/No Go Analysis
- ▶ Client Analysis and Win Strategy
- ▶ Photography and Video Production Coordination
- ▶ Marketing Performance Analysis and Reporting
- ▶ Vendor and Contractor Management
- ▶ High Computer Proficiency with Microsoft Office and Adobe Products (Photoshop, In Design and some Illustrator)
- ▶ Over 12 Years Marketing Experience

## WORK EXPERIENCE

### Senior Marketing Coordinator Brown and Caldwell, Inc.

- ▶ Coordinate marketing efforts for a nationwide environmental engineering firm. Focused marketing efforts in four practice areas including municipal, water resources, environmental sciences and business consulting.
- ▶ Manage the development, organization and production of marketing pursuits. Involved in all phases of the pursuit including: capture planning, client analysis, go/no go analysis, strategy meetings, request for proposals (RFP) coordination and production, client selection debriefings and interview process. These efforts include a significant amount of research, technical and creative writing, graphic design, editing, QA/QC, and coordinating the entire marketing pursuit team.
- ▶ Coordinate and design a variety of marketing materials including final reports, award entries, statement of qualifications (SOQs), proposal and presentation materials, project photography, and brochures.
- ▶ Plan and successfully execute numerous events including conferences, client appreciation events, and internal staff events. This includes managing the organization of the overall event, developing themes, and designing invites and promotional materials that match the client's (both internal and external) and event's needs.

### Senior Marketing Coordinator HDR, Inc.

- ▶ Coordinated marketing efforts for a nationwide engineering firm. Focused marketing efforts in three practice areas including transportation, environmental and resource management, and water/ wastewater.
- ▶ Managed the development (including client analysis and capture planning), organization and production of request for proposals (RFPs) and other marketing materials such as presentation materials, resumes, reports and brochures. These efforts include a significant amount of research, technical and creative writing, graphic design, and coordination of the entire marketing pursuit team.
- ▶ Designed graphics for proposals, reports and other marketing materials including advertisements, presentation boards, proposal covers and special reports.
- ▶ Organized and maintained marketing database records to ensure project and resume information were accurately marketed in proposals.
- ▶ Planned events for various occasions including trade shows, college recruiting fairs and client open houses.
- ▶ Developed, implemented and executed an annual external communications plan. The plan identified the firm's objectives/goals, audiences, and message development for

each of the key engineering service areas. Examples of the plan's activities included press releases (project specific and new hire announcements), news stories, and professional and community involvement.

### Marketing Coordinator Gresham, Smith and Partners

- ▶ Coordinated marketing efforts for a nationwide healthcare/corporate architecture and interior design firm.
- ▶ Designed and developed all proposals (including layout and covers), presentations (including boards and leave-behinds), advertisements, design award entries, and general marketing materials.
- ▶ Coordinated all public relations activities (i.e. press releases, news stories, etc.) and photography.
- ▶ Initiated investigation and research process for potential client leads.
- ▶ Developed monthly mailing campaign.
- ▶ Organized special events such as trade shows and client party planning.

### Marketing and Sales Manager

#### Rainbow Play Systems

- ▶ Directed all sales and marketing activities for residential and commercial redwood playground equipment.
- ▶ Accomplishments included: Store sales exceeded \$450,000 in its first year of operations; recognized as "1999-2000 Salesperson of the Year"; developed and implemented entire sales training and marketing material for use in all of South Texas and Mexico; and, designed advertisements and proposals for product (including print and television).

### Sales & Marketing Representative

#### Gallo Winery

- ▶ Managed and directed sales and merchandising activities in high profile grocery and liquor store accounts.
- ▶ Accomplishments included: Succeeding in the highest volume and profile territory in the Los Angeles area; placed first in company sales incentives for Thanksgiving and Christmas; built long-lasting foundation with retailers based on trust and exemplary service.

## EDUCATION

Bachelor of Arts in Communication with a minor in Business, Arizona State University, Cum Laude, 1998

## OTHER

Leadership Golden Graduate, Leadership Golden Alumni Association, 2009

Schneider, Heather. "PLAN: Positioning, Capture Planning, Pursuit Planning." Society for Professional Marketing Services. 22 Apr 2010.