

Heather Schneider

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EXPERTISE

- Graphic Design/ Visual Messaging
- Civic Leadership
- Media and Public Relations
- Hands-On Project Management
- Client Relationship Management
- Communication Strategies
- Event Planning
- Strategic Research and Planning
- Business Development
- Staff Supervision and Mentoring
- High Computer Proficiency with Microsoft Office and Adobe Products (Photoshop, InDesign, Illustrator)

EDUCATION

Bachelor of Arts, Communications (with a Business Minor), Arizona State University, Cum Laude, 1998

HONORS

City of Golden, Mayor's Awards for Excellence Recipient, 2014

NON-PROFIT EXPERIENCE

Executive Director | 2016 - Present

Golden Civic Foundation (GCF) | Golden, CO

GCF is a non-profit organization focused on the betterment of the City of Golden. Through a grants and loan program, GCF invests money in historic downtown Golden, to ensure that it remains a beautiful and vital center for the community. GCF also helps sponsor many of the big community events as well as donating money to Golden's non-profits organizations. As the Executive Director, works with the GCF's Board of Directors to craft and implement the organization's strategic initiatives, as well as lead GCF's fundraising, programming, and communication efforts.

Community Marketing Committee | 2012 - Present

City of Golden | Golden, CO

Serve as a Citizen Committee Member on the City of Golden's Community Marketing Committee (a.k.a. Visit Golden). Engage with downtown Golden business leaders and provide feedback on the City's marketing efforts. Visit Golden, is a cooperative marketing effort between the City of Golden and the local retail business community that works to promote tourism and commerce within Golden.

Associate | 2010 - Present

Institute for Environmental Solutions (IES) | Denver, CO

Serve as an Associate and provide branding and marketing support to IES. IES is an independent non-profit organization that engages stakeholders to deliver technically sound solutions to complex environmental and health problems.

Marketing/Communications Chair | 2011 - 2016

Golden Schools Foundation (GSF) | Golden, CO

Manage all communications, branding, website and public relations for the Annual Golden Gallop 5k/10k/Kid's Fun Run. Also help support the event's fundraising for business sponsorships, align community volunteers, and help with overall logistics. This event is the GSF's main fundraiser that helps financially support the students of Golden articulation schools with an educational environment where they will thrive and reach maximum potential.

Marketing Chair | 2012 - 2013

Golden Chamber of Commerce/Golden Young Professionals | Golden, CO

Helped in the formation of the Golden Young Professionals Group (GoldenYP) in 2012 and served as the first Marketing Chair. Developed the group's branding and website.

Leadership Golden Graduate | 2009

Leadership Golden | Golden, CO

Graduated from the 2009 Leadership Golden Program. Leadership Golden is a series of seminars that help facilitate opportunities for participants to increase their knowledge of the relationships between government, education, business, and the community of Golden.

PROFESSIONAL EXPERIENCE

Marketing Management and Business Development

Brown and Caldwell (Golden, CO) | 2008 - 2016

HDR, Inc. (Denver, CO and Pensacola, FL) | 2004 - 2008

Gresham, Smith and Partners (Jacksonville, FL) | 2000 - 2004

Provide business development for professional services industry. Adept at procuring work by leading sales and marketing process to prioritize and position on competitive pursuits. Collaborate with key team leaders to create a vision that motivates and mobilizes team to move forward. Provide comprehensive database and client relationship management support. Implement company and regional growth initiatives and contribute to company marketing process improvements. Plan and execute numerous events including conferences, training sessions, client appreciation and internal staff events. Manage development of persuasive proposals, presentations, award entries, and other marketing materials.