

Heather Burwell

Creative | Brand | Strategy

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why we should work together

I've led creative marketing and brand strategy for 10+ years across a variety of brands in both B2B and B2C channels. I have deep experience with a variety of companies including eco-friendly lifestyle retail brands, non-profits, start ups, technology companies and social media firms.

I am looking for an environment where I can marry my experience developing creative brand strategy, my digital media expertise and my eye for creative design with my heartfelt respect for the community at large. My ultimate goal is extend the foundation of my experience to a company – that is, helping organizations grow and expand while honoring and maintaining dedication to their core values.

My creativity, resourcefulness, analytical reasoning and staunch work ethic prevail in corporate environments – albeit only alongside my lightheartedness and earnest demeanor. My capabilities are expansive and I am looking for an environment where they are fully challenged and cultivated. I look forward to speaking with you.

key career highlights

- lead marketing for lifestyle brand sustaining 20 - 25% YOY growth for 5+ years
- key member of Creative Strategy Team – created highly original and fresh ideas, objective-driven success metrics and overall media strategy for clients such as SC Johnson, Johnson & Johnson, Penguin Books, Philips and TV Guide
- brand director for eco-conscious yoga company leading all creative strategy, competitive analysis, campaign deliverables and success metrics
- won Perfect Pitch Award for Tech Product before actual launch, Inc. 5000 and Downtown Business of the Year Awards
- supported acquisition strategy for digital media company that [sold for \\$60MM](#)
- influenced 600% growth landing number 16 spot in the Fastest Growing Companies
- received [OMMA Award for Web Site Excellence](#)
- top 10 [New York Times BITS](#) blog post
- received MVP Award and Employee of the Month Award
- one of two global partners selected for video features for Microsoft's largest launch in years
- graduated Summa Cum Laude, appeared in both Who's Who in Graduate Schools and on the Chancellor's List
- appeared in [CBS feature](#) for artist-in-residence program
- redefined digital campaign metrics and helped publish [4 industry whitepapers](#) on reach, engagement and customer acquisition

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Professionally, I am a creative brand strategist with 10+ years of entrepreneurial experience. Personally, I'm a certified yoga teacher, organic farmer and resident philologist. I strive to spread sustainability and conscious living globally.

I've overseen strategic marketing and brand-driven creative direction for lifestyle brands, non-profits, eco-friendly companies, social media platforms and technology start ups.

Bottom line, I am equal parts determined, creative and playful – but always striving to engage in all of my endeavors with integrity.

job experience

2014 - present

director of marketing, manduka

- supported 25% YOY sales growth including new product launches and extensions
- led lifestyle marketing strategy & planning across all channels + audiences
- managed & led creative direction for strategic partnerships
- brand manager owning manduka's voice, positioning and storytelling initiatives
- drove audience growth & engagement
- managed staffing, resourcing and budgeting

2013 - 2014

creative brand consultant, manduka

- drove strategic brand growth with big idea concepts and creative direction
- developed creative campaign ideas through to execution
- lead activation & create the architecture for "where and when" they story is told
- produced design assets as needed

2011 - 2013

director of marketing, manduka

- supported 20% YOY sales growth
- received OMMA Award for Web Site Excellence
- ensured execution and brand experience across multiple channels
- ensured brand is connected, relevant and adds value
- managed key assets and deliverables for acquiring new financial backing

2008 - 2011

marketing, SharePoint360

- Microsoft Certified Gold Status + achieved Microsoft Managed Partner Status
- launched new mobile product receiving Perfect Pitch Top 50 Award before launch
- wrote and won proposal submissions for multimillion dollar projects
- CTO/CIO Executive of the Year + Downtown Business of the Year + INC 5000
- influenced 600% growth landing number 16 spot in the Fastest Growing Companies
- top 10 Blog Post in NY Times BITS
- SDBJ Top 100 Fastest Growing Companies and SDBJ Top Women-owned Business
- lead rebranding including corporate positioning, renaming + refinement of product set

2006 - 2008

marketing specialist & creative writer, BzzAgent

- supported acquisition strategy for digital media company that sold for \$60MM
- appeared in CBS feature for artist-in-residence program
- redefined digital campaign metrics and helped publish 4 industry whitepapers on reach, engagement and customer acquisition
- managed event marketing – tradeshow, webinars + sponsorship opportunities
- project managed agency/vendor relationships: PR, creative, print and interactive

my studies

Graduate Work, Philology, University of Arizona

Graduate Greek Workshop, UC Berkeley

BA, Classical Civilizations, University of Arizona

500 Registered Yoga Teacher, YogaWorks

Registered Kids Yoga Teacher, Radiant Child Yoga

technical skills

Creative: Adobe Creative Suite, iWork, html

General: Microsoft Office, Mac OS & PC

CRM, ERP, eCommerce: Microsoft SharePoint, Salesforce, Netsuite, Microsoft CRM, Webcube

Digital: Google Analytics, Google AdWords, Wordpress, Dreamweaver, Hootsuite

Email Marketing: Namaste Light, Orange Soda, ExactTarget, Constant Contact, ListTrak

personal skills

communication

collaboration + teamwork

creativity

management

brand-driven

strong work ethic

visual + written communication

additional experience

500 Hr. Certified Yoga Teacher (2010 - present)

marketing consultant, Off the Mat Into the World (2013 - 2014)

marketing consultant, GENI / global energy network institute (2010 - 2011)

teaching assistant, University of Arizona (2005 - 2006)

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I didn't think I was a person who could practice yoga.

lost her leg to cancer at age 14.
her daily practice in 5 words: Be here in this body.

the **you** series → no. 04

danielle

her soul mat? her eke life. "As my metal knee scars my mat, I heal my body and my mind."

"My practice reminds me I am whole."

writer, actor, teacher, vegas, work of art.

photo by Paul Saliahar, Thanks.

mats bags towels props love

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we're here for you.