

# Heather Siefert



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## CORE COMPETENCIES

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- Strategic Planning
- Verbal & Written Communication
- Microsoft Office
- Digital & Social Media
- Project & Team Management
- Adobe Creative Suite

## EXPERIENCE

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**Staples**, Park City, Utah 2017 - Present

### *Print Production & Marketing Associate*

Work with and guide local small businesses and consumers to create, schedule and produce the right printed materials for their needs.

- Produce hundreds of high quality, time sensitive projects on a daily basis.
- Responsible for meeting daily, weekly and monthly sales goals.

**Deer Valley**, Park City, Utah 2016 - 2017

### *Ski School Scheduling Agent*

Coordinated with multiple departments to sell, assign and pair 600 instructors with their guests.

- Created an interactive spreadsheet to automatically calculate instructor inventory levels.
- Verified and confidentially entered instructor's reports to ensure accurate payment.

**bChannels, Inc.**, Orem, Utah 2013 - 2016

### *Team Lead / Project Manager (2016)*

### *Marketing Services Team Member (2013-2015)*

Managed five member, multi-lingual team that provided marketing support to SAP partners on two continents.

- On boarded, trained and coached new team members, as well as, managed relationship with client.
- Organized two regional outreach strategies that increased partner demand generation activities by 25% year over year.
- Supported corporate marketing efforts by interviewing five marketing agencies. Wrote the corporate style guide for video.
- Recipient of Triumph Over Adversity (2015) and Top Performer (2014) awards.

**Utah Valley University: Public Relations Student Society of America (PRSSA)**, Orem, Utah 2012 - 2013

### *Chapter President*

Responsible for growing club membership and increasing chapter visibility on campus

- Oversaw "Rush to 200," a recruitment campaign that increased club membership by 35%.
- Received the National Chapter of the Year (2013) award, enhancing the visibility of the chapter and its members.

*Marketing Coordinator / Web Designer / Graphic Designer / Accountant* 2012 - 2013

Created a hyper-local, multi-platform strategic communications plan to raise awareness of bullying in the Provo community

- Coordinated key campaign messages with designated spokespeople and the press. Reported results to headquarters.
- Established and maintained budget, which allowed \$1K in kind donations and \$300 cash.
- Recipient of Golden Spike Community Relations for Non-Profit (2013) and Golden Spike Best of Show (2013) awards.

**Utah Valley University: Institute for Professional Engagement**, Orem, Utah 2012 - 2013

### *Media Coordinator*

Created the brand for the CareerPassport program, which coaches students through career selection and preparation

- Created and promoted the monthly CareerPassport Lecture Series to help students develop their professional network.
- Developed marketing materials that highlighted on campus events that counted toward program completion.

## EDUCATION

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**Bachelor of Science in Communication, emphasis in Public Relations**

Utah Valley University, Orem, Utah