

Heather Bowen

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Enthusiastic leader & teammate. Clear & effective communicator. Eager self-starter & diplomatic problem solver. Strategic & creative thinker with a passion for creating positive change. Aiming to leverage my marketing & communications knowledge to transition into a more impactful role in the community.

Experience

Hatch Tribe

August 2017 – February 2018

Organization dedicated to connecting female entrepreneurs by facilitating local & virtual networking events. Utilized strong written communications skills to develop weekly newsletters & encourage engagement via email & social media platforms. Made use of storytelling to create connections among members. Collaborated with the owner to develop growth & expand membership by reaching out to potential members. Created all social strategy, content & managed communications with current members on all social media platforms. Targeted Facebook Ads to broaden reach & drive results, measured in event attendees & membership enrollment.

The Becket Agency

June 2015-September 2015

Brand Management Consultant. Primarily focused on marketing for Mellow Mushroom accounts across the southeast. Consulted agency on all social media content & client relations. Created new budgets for current clients to incorporate the addition of Facebook ads. Monitored & analyzed social media content, edited to optimize results. Created clearer calls to action for current content. Edited client's websites to create better search engine optimization. Edited & targeted social media campaigns to be more performance driven & insure that ROI was achieved. Reported the status & success of all marketing efforts to stakeholders. Collaborated with team on how to continue ongoing success for their clients.

ReRun Restaurants

October 2014 – May 2015

New restaurant management company that took over management of restaurant properties for REV, LLC. Maintained Director of Marketing position & all responsibilities listed below.

REV, LLC Revolutionary Eating Ventures

May 2010- September 2014

REV was the original management company for local restaurants Monza, Closed for Business, Taco Boy, Poe's Tavern & The Royal American. Worked in the management office involved with everything from Invoices, budgets, payroll & marketing. Time management was key to success in this all-encompassing, evolving role. Eventually working my way to focus on managing all restaurants branding, media strategy, & community presence. Developed & implemented all marketing & social strategies. Built, monitored & optimized Google AdWords campaigns. Analyzed results of advertising efforts & effectively communicated results to partners & owners. Co-produced & managed marketing budget. Managed REV rewards loyalty program, involving intense & careful management of customer relations, facilitating brand loyalty. Managed all websites content & updated blog posts weekly. Controlled E-commerce site for all restaurant locations, including inventory management & order fulfillment. Managed ongoing donation campaigns & volunteer opportunities for staff. Responsible for all press releases. Served as point of contact & source of information for all media inquiries.



Education

The College of Charleston

2006-2010

Bachelor of Arts Degree in Corporate Communications & Marketing



Skills

Effective Written & Verbal Communications. Integrated Marketing Strategy. Time Management. Client Relations. Brand Identity & Management. Social Media Strategy Development. Customer Relations Management. Community Outreach. Budget Management.

References

Karalee Neilsen, Owner of The Park Café, The Royal American, & Taco Boy 843.478.4141

Katie Greenhaw, General Manager at Fleet Landing 770.617.1664

David Pell, Executive Chef at The Royal Tern 864.216.1886