

Heather Stanley

Storyteller. Marketer. Strategist.

Central City, Iowa | hjstan77@gmail.com | 319.350.1884 | [Portfolio](#)

Experience & Skills

Expert marketing strategist, award-winning copywriter, and successful team leader.

Account-based marketing (ABM) | Branding | Campaign development | Content atomization
Content marketing | Content strategy | Copywriting & editing | Creative concepting
Customer journey mapping | Demand generation | Email marketing | Go-to-market planning
Marketing automation | Media relations | Product marketing | Project management | Proposal writing | Sales enablement | SEO/AEO/GEO | Social media | Team leadership | Tradeshow & event marketing | Video marketing | Website management & redesign

WG Content / Marketing Director

May 2023 - PRESENT, Cincinnati, OH

Head of marketing for a B2B content marketing agency in the healthcare vertical.

- Serve as the agency's first full-time marketing director, building the martech stack foundation while leading a full rebrand and website redesign to better position within the healthcare market.
- Create and execute go-to-market strategies for healthcare and adjacent verticals, including persona research, value proposition development, demand generation campaigns, and content strategy.
- Drive vertical-focused sales enablement by creating tailored tools and assets (pitch decks, case studies, one-pagers) aligned to healthcare marketing and communications decision makers.
- Deliver measurable growth, generating \$300K in revenue, influencing \$500+K in active pipeline, and improving MQL-to-pipeline conversion by 13%.
- Lead, manage, and mentor internal and external creative teams across content, design, and video/animation.

CloudFactory / Advanced Content Marketing Manager

March 2022 - May 2023, Durham, NC

Manage B2B content promotion and distribution plans across paid, owned, and earned media channels for a leader in AI and machine learning workforce solutions.

- Consistently delivered optimized, compelling short-form content across email, blog, social media, landing pages, web chat, nurture campaigns, search ads, display ads, image ads, and more.
- Brought go-to-market plans to life with thoughtful content strategy, editorial planning, and content atomization for key focus areas, including Medical AI, Fintech/Insurtech, and Retail AI.
- Developed and socialized content strategy for field marketing and account-based

marketing efforts across demand generation, product marketing, and brand.

- Monitored and measured content performance and provided recommendations for journey-specific and channel-specific optimizations.

Geonetric / Marketing Director

March 2017 - March 2022, Cedar Rapids, IA

Head of marketing for B2B digital agency and SaaS in the healthcare vertical.

- Developed and implemented go-to-market plans for products and services, documenting personas, messaging strategy, and outlining demand generation, content, and tradeshow plans.
- Orchestrated integrated marketing campaigns to drip valuable content to target audiences, resulting in an improved pipeline and more than \$3.5M in revenue.
- Strengthened brand recognition through the creation of engaging short-and long-form content, including blog posts, postcards, webinars, brochures, case studies, infographics, sales collateral, white papers, videos, and eBooks.
- Managed content strategy and content development based on keyword research and optimization best practices for multiple award-winning web redesigns.
- Built brand awareness by managing monthly webinar series and securing speaking proposals at key industry conferences.
- Edited and reviewed content and design materials created on-team and off-team, ensuring assets matched tone and voice and met high-quality standards.
- Managed and mentored a three-person marketing team.

Earlier Geonetric positions:

Sr. Marketing Communications Strategist

July 2013 – March 2017

Marketing Communications Strategist

July 2009 – July 2013

Marketing Communications Writer

July 2007 – July 2009

The Whetstone Group / Copywriter

March 2004 - July 2007, Marion, IA

Created omnichannel content for more than 25 clients in the accounting industry.

Iowa City Area Chamber of Commerce / Communications Director

May 2002 - February 2004, Iowa City, IA

Created and implemented a marketing plan to attract new members, build member loyalty, and increase local media presence.

Massachusetts Society of CPAs / Marketing Coordinator

February 2000 - December 2021, Boston, MA

Managed monthly print and email newsletter and advertising for a professional organization of more than 11,000 members in public accounting.

Education

Boston University / Graduate courses toward MS in Advertising Program

September 2001 - December 2001 | Boston, MA

The University of Iowa / Bachelor of Business Administration, Marketing

August 1995 - December 1999 | Iowa City, IA

The University of Iowa / Bachelor of Liberal Arts, Communication Studies

August 1995 - December 1999 | Iowa City, IA

Certifications, Activities, & Awards

- HubSpot Super Admin Certification (March 2025)
- HubSpot ABM Certification (March 2025)
- HubSpot Sales Hub Software Certification (March 2025)
- HubSpot Marketing Hub Software Certification (March 2025)
- Demandbase One Foundation Certified (ABM) (Sept 2022)
- Business Analytics Course, HubSpot (April 2022)
- Certified Scrum Product Owner, Scrum Alliance (July 2021)
- Inbound Marketing Certified, HubSpot (April 2020)
- Google Analytics Certified (March 2016)
- American Advertising Federation, Board Member (2018 - 2020)
- Ragan Agency of the Year (Developed submission) (2018)
- Multiple SWAAY.Health, ADDY, and MarCom awards for website redesigns, integrated marketing campaigns, and collateral (2025, 2018, 2017, 2012, 2008)