

# Heather Stanley

Storyteller.  
Marketer.  
Strategist.

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## Experience & Skills

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[Portfolio](#)

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**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 | Search engine optimization | Social media | Team leadership  
Tradeshaw & event marketing | Video marketing | Website management & redesign

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### CloudFactory / Content Marketing Manager

March 2022 - PRESENT, Durham, NC

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

- Consistently deliver optimized, compelling short-form content across email, blog, social media, landing pages, web chat, nurture campaigns, search ads, display ads, image ads, and more.
- Bring 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.
- Develop and socialize content strategy for field marketing and account-based marketing efforts across demand generation, product marketing, and brand.
- Regularly monitor and measure content performance and provide 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:**

<b>Sr. Marketing Communications Strategist</b>	July 2013 – March 2017
<b>Marketing Communications Strategist</b>	July 2009 – July 2013
<b>Marketing Communications Writer</b>	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.**

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**Education**

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**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

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**Certifications, Activities, & Awards**

- 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 ADDY and MarCom awards for website redesigns, integrated marketing campaigns, and collateral (2018, 2017, 2012, 2008)