

HEATHER CHERRY

CONTENT CREATOR

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Content Manager & Board Certified Health Coach

National Board for Health and Wellness Coaching Certified Health Coach creating conversational material as a freelance writer, copywriter, and journalist with a passion for holistic health and wellness approaches. Hold 15 years' experience effectively communicating through innovative storytelling strategies, expertise across various forms of marketing, and a record of successfully driving brand development by reaching target audiences.

News & Lifestyle Writing | Holistic Wellness | Online Journalism | Content Design



...Heather is amazing at her craft and delivers amazing content...hired her to write for a website client and the copy she wrote was spot on. Keyword rich, grammatically correct, and interesting to read...

- Ruthann Bowen, Wix DesignHer



Verbal & Written Communication | Customer Service | Copywriting | Branding Campaigns | Sales Management | SEO | Coaching | Digital Marketing | Content Marketing | Web & Digital Content | Project Management | Social Media Marketing | Client & Vendor Relations | Editing | Team Leadership | Brand Development



...The ideas she offered opened my eyes to what I was missing for my business.

- Tracey Morgan, Speaker



Heather provided useful insight and marketing strategy... Heather's marketing expertise is value-added!

- Karen Sutton, IP Attorney



PROFESSIONAL EXPERIENCE

Content Manager, Marketing Copywriter, Independent School Management, Remote October 2020–Present

Create and manage production for digital publications and various projects while developing strategies aligned with target audience and digital marketing initiatives to promote consulting services, virtual events, and proprietary products.

Core Functions:

- ❖ Collaborate with subject matter experts and communicate cross-departmentally to create feature content, maintain brand consistency with a focus on customers' perspectives, and implement marketing campaigns.
- ❖ Analyze website traffic and user engagement metrics to transition segmentation data into strategic actions.
- ❖ Create and manage editorial calendar for digital publications, ensuring work is completed on schedule.
- ❖ Write creative and persuasive copy for content marketing initiatives including to sell products, generate leads, support customer relationships, and optimize content according to SEO practices.
- ❖ Perform information gathering through high quality research to write white papers and thought leadership.
- ❖ Collaborate with team to publish content, ensure brand consistency, and adhere to marketing strategy.

Key Achievements:

- ❖ Recognized for editor's eye for detail and ability to write conversationally.
- ❖ Demonstrated leadership skills and willingness to take the lead on projects and teams.

Technical Proficiencies:

- ❖ Utilize various technology, including CVENT, Pardot, Salesforce, Qualtrics, and Drupal.

Contract Copywriter & Consultant, Heather Cherry Consulting Co., Remote

June 2011–Present

Design and implement innovative digital, marketing, editorial, and online content from ideation to execution, for both Business to Business (B2B) and Business to Consumer (B2C) clients. Extensive knowledge across health and wellness as a Certified Coach and Personal Trainer.

Core Functions:

- ❖ Execute content strategy and deliver blogs, website copy and landing pages, search engine optimization (SEO) content, email newsletters, white papers, video scripts, and press releases.
- ❖ Design and implement inbound marketing, keyword content, social media strategies, drip campaigns, and conversion path optimization by monitoring customer and cultural trends and utilizing insights and data.
- ❖ Serve as Freelance Editor to assist with content development and brand messaging and maintain editorial governance for consistency among brand voice, style, and tone.
- ❖ Strategize and plan content production schedule to meet deadlines with ability to jump from creative side of marketing to analytical.

Key Achievements:

- ❖ Valuable ForbesWomen Contributing Writer, authoring guest blogs and securing media placements.
- ❖ Self-published author of marketing guidebook, *Market Your A\$\$ Off* with 5-star review rating on Amazon.

Technical Proficiencies:

- ❖ Utilize Canva for graphic design projects, including flyers, logos, presentations, and more.
- ❖ Exemplify in-depth knowledge of social media platforms and create content to convey information through visuals, video, and text, effectively reaching target audiences.
- ❖ Understand paid, earned, shared, and owned media strategy, website building platforms, design, and html code, along with UX/UI design and information architecture.
- ❖ Utilize MOZ, Wix, Constant Contact, MailChimp, Google Analytics, and Hootsuite extensively.

Adjunct Faculty, Grove City College, Grove City, PA

January 2022–Present

Teach writing techniques and best practices with focus on traditional and modern tactics. Plan and prepare class lectures, guest speakers, projects, and exams. Tailor content to meet students' needs and desires.

Journalist, The Ridgway Record, Ridgway, PA

December 2007–June 2009

Established PR skills and repaired perception of newspaper within community through research, fact-checking, and proofreading with strong attention to detail. Prioritized assignments and met strict deadlines. Interviewed subjects and created accurate copy per AP Style. Regularly updated website content and wrote feature articles.

Intermittent Experience:

Content Coordinator, Best Version Media, September 2020–Present (contract)

Digital Marketing Consultant, In-Synch Systems LLC, August 2019–April 2021 (part-time)

Food Editor, Nanny Magazine, February 2017–March 2019 (remote)

Communications Specialist, Alliance for Nonprofit Resources, October 2017–December 2018

Writing Center Tutor, SMARTTHINKING, Inc., September 2013–March 2017 (Remote)

EDUCATION

Master of Arts in Professional Writing, Chatham University, Pittsburgh, PA

CERTIFICATIONS

National Board Certified Health and Wellness Coach | Personal Trainer, American Council on Exercise |

Hormone Health Specialist, International Association for Functional Hormone Health

TECHNICAL TOOLS

SaaS | Microsoft Office Suite | Google Docs | Canva | Wistia | HTML | SQL | CoSchedule | Monday | Slack | Hootsuite | MOZ | Constant Contact | Active Campaign | MailChimp | Pardot | Salesforce | CVENT | Qualtrics | WordPress | Wix | Drupal | UX/UI Design | Adobe (InDesign, Photoshop)