

HEATHER BEHRENS

COLLABORATIVE COMMUNICATOR, PROACTIVE PROBLEM SOLVER

MISSION

Apply the art and science of communication combined with clear, efficient processes to foster a first-class, tailored experience for critical stakeholder groups

SKILLS

Communication + Marketing

- Strategic planning
- Content development
- Writing
- Editing
- Design
- Facilitating customer feedback and insights
- Email marketing
- Social media management
- Website management
- Tradeshow and event planning

Brand Management

- Naming products
- Coordinating brand refresh
- Developing brand guidelines

Organizational + Team Management

- Prioritization of work
- Planning + tracking

EXPERIENCE

DIRECTOR, MARKETING • OUTCOMESMTM • 04.12–PRESENT

Plan, execute and manage all aspects of marketing and communication for a \$190M revenue healthcare technology and services business serving healthcare payers, pharma brands and pharmacy organizations

- Develop and implement communications and marketing plans to inform, persuade and engage a diverse set of stakeholder groups
- Write, design and distribute communications and materials, including presentation slides, booklets, email campaigns, digital content, training videos, webinars, articles, case studies, etc.
- Champion perspective and position of key audiences, such as healthcare payers, pharmacy providers and varied internal teams
- In collaboration with leaders, shepherd change through masterful execution of thoughtful, comprehensive communication plans
- Advise leaders and teams to ensure the right message goes out in the right channel at the right time
- Establish and manage brand voice, standards and architecture across clinical platform, website, social media, marketing materials and customer/stakeholder interactions
- Serve as internal liaison for business within larger parent organization to identify collaboration opportunities, raise awareness of our expertise and foster connections
- Hire, supervise and coach two direct reports
- Prepare public relations team members to pitch and provide background for journalists for national brand launch

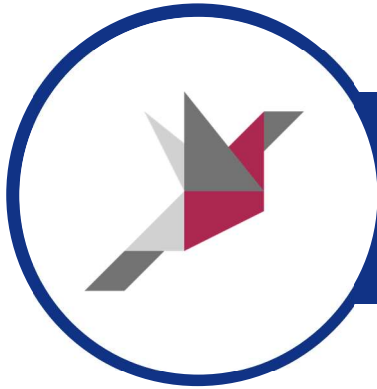
TRAVEL: U.K. + AFRICA • ASSISTING GRANDMOTHER • 06.11–03.12

GROUP TRAVEL COORDINATOR • STA TRAVEL • 11.07–06.11

- Managed 10 to 50 groups depending on time of year from initial quote to contract to completed travel
- Revised contracts, wrote training materials and created job aids such as name forms and tracking sheets
- Top 10% of sales agents for US Division for 2010; finalist for Best Customer Service Award, Best Branch Performance
- Developed booking process in collaboration with HQ in London
- Served as team lead for seasonal specialized booking team

HEATHER.BEHRENS@GMAIL.COM • 515.290.2061

HEATHERBEHRENS.JOURNOPORTFOLIO.COM • LINKEDIN.COM/IN/HEATHERBEHRENS/



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- Process improvement
- Hiring and coaching
- Performance reviews
- Resource audits

Cross-team collaboration

- Workgroup/Workshop facilitation
- Establishing information and communication structures (OneNote, Teams, SharePoint)
- Employee engagement

TECHNOLOGY

- Advanced Microsoft Office, particularly PowerPoint, Word, Forms and Teams
- Adobe Creative Cloud (InDesign + Photoshop + Illustrator)
- Wordpress
- Emma (email marketing)
- HubSpot (CRM and marketing automation)
- JIRA + Confluence

COMMUNICATIONS INTERN: STATE PARKS • IOWA DEPARTMENT OF NATURAL RESOURCES • 06.07–10.07

- Proofread and laid out posters, displays and banners for events such as the Iowa State Fair
- Wrote copy and laid out 50+ state park cards and developed comprehensive State Park Guide
- Advised State Park staff on communications materials and assisted with events

EDUCATION

IOWA STATE UNIVERSITY

Bachelor's degree in Journalism & Mass Communication

Emphasis in Public Relations • Minor in Business

Study abroad: Newcastle, Australia • Global Careers & Cultures of China

VOLUNTEER

LIGHT THE TRAIL

Coordinated bike rides to raise funds for Raccoon River Valley Trail trailhead art project

CATWALK FOR COLLEGE + MEET THE LEADERS

Planned fundraising events + silent auctions to support scholarships

HONORS & AWARDS

Honorable Mention National Organ Donor Awareness Competition

14th Place, Heart Journalism Awards: In-depth

National Merit Scholar

Kappa Alpha Tau, National Journalism and Advertising Honor Society

Cardinal Key Honor Society, Iowa State University

Phi Kappa Phi Honor Society

ISU Honors Program

National Society of Collegiate Scholars