

HEATHER KRIER

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SUMMARY

Dynamic communications professional with more than 10 years of experience in crafting compelling messaging and engaging content across various platforms. Proven track record of driving brand awareness and audience engagement through strategic communication strategies. Adept at leveraging analytics to optimize communication campaigns and achieve measurable results. Strong work ethic, a team player and excellent interpersonal and project management skills.

EMPLOYMENT HISTORY

Wellmark Blue Cross Blue Shield, Des Moines, Iowa
Corporate Communications Consultant

Sept. 2021 – Present

As part of the Wellmark Inc. Corporate Communications team I support the development and execution of strategic communication initiatives to align with the company's objectives. My responsibilities include leading various initiatives from strategic planning to tactical execution, ensuring consistent messaging across internal channels, and acting as a liaison between leaders and other stakeholders.

- Support the development and execution of department communication initiatives that support strategy and company culture.
- Lead content development for the employee intranet to enhance internal communication.
- Serve as a consultative subject matter expert for internal stakeholders and represent communications on project teams.
- Write and edit internal e-newsletters and leader communications.
- Enforce brand consistency through brand standards and guidelines.
- Managed PR efforts for the 2022 Grand Blue Mile event in Des Moines, Iowa.

Wells Fargo, West Des Moines, Iowa
Corporate Communications Consultant 2, Branch Banking

Aug. 2013 – Mar. 2021
May 2016 – Mar. 2021

Consulted with key leaders and business support partners on the development and implementation of communications involving executive messaging, Diversity, Equity and Inclusion, local grant presentations, team member volunteering, sponsorship, community support campaigns and social media campaigns.

- Provided PR support including pitching, writing, news releases, inquiries and social media for five Midwest states.
- Partnered with communicators, executives, leaders, reporters and subject matter experts to ensure alignment of communications strategies and messaging.
- Planned divisional events, including meetings and Townhalls involving leadership and all-division employees.
- Developed and executed strategic communication plans focused on promoting campaigns and created content for enterprise-wide channels such as Wells Fargo Stories.
- Advised senior leaders on high profile crisis communication issues.

OED Project Coordinator 2, Human Resources

Sept. 2014 – May 2016

- Directly supported Diversity Equity and Inclusion Consultants, Human Resources partners and senior leaders by identifying opportunities and implementing training materials and resources to advance employee development.
- Facilitated weekly team project calls, ensuring enterprise-wide initiatives were executed on time.

- Implemented PowerPoint training, metrics, internal articles focused on DEI topics and other communications focused on early talent, mid-level and senior leadership across the organization.
- Developed strategic communications plans to support DEI and Human Resources initiatives.

Administrative Assistant 3, Consumer Lending Group

Aug. 2013 – Aug. 2014

- Coordinated conference logistics and leadership programming, which supported the development of 600+ employees.
- Guided the design, implementation and maintenance of the Wells Fargo Internal SharePoint sites for Consumer Lending Diversity and Inclusion, Accelerated Management and Diverse Mentoring Programs.
- Created PowerPoints, quarterly reports, internal articles focused on diversity and inclusion and communications for early talent development, mid-level and senior leaders across the Consumer Banking organization.

Meydesigns, West Des Moines, Iowa

Mar. 2010 – Aug. 2014

Graphic Designer and Marketing Manager (Self-employed)

Consulted with clients on marketing needs as a freelance writer and graphic designer.

First American Bank, Urbandale, Iowa

Feb. 2007 – Oct. 2010

Corporate graphic designer and production coordinator

July 2009 – Oct. 2010

Corporate marketing coordinator

Feb. 2007 – July 2009

- Planned events, designed regional marketing materials and coordinated mailings, managed vendors and communicated to 22 Regional Bank branches in Iowa and Florida.
- Worked with marketing team to coordinate and promote signature events and tradeshow.
- Supported copywriting and graphic design for a variety of communications.

SKILLS

- **Excellent written and verbal communication:** Ability to articulate ideas clearly and effectively in both written and spoken forms.
- **Strategic communication:** Proficiency in developing and implementing strategies aligned with organizational goals.
- **Content creation:** Skill in creating various types of content including articles, press releases, social media posts and marketing materials.
- **Digital marketing:** Knowledge of digital marketing techniques such as SEO and email marketing.
- **Public speaking:** Comfortable delivering presentations to various audiences.
- **Crisis communications:** Ability to manage and respond effectively in crisis situations, which includes drafting crisis communication plans and messaging.
- **Project management:** Skill in managing communication projects from conception to completion.
- **Analytical skills:** Ability to analyze data and metrics to measure the effectiveness of communications and make data-driven decisions.
- **Interpersonal skills:** Strong interpersonal skills to collaborate effectively with team members, clients, and stakeholders.
- **Editing and proofreading:** Attention to detail and proficiency in editing written materials.
- **Brand management:** Understanding of brand identity and experience in maintaining brand consistency across all communication channels.
- **Adaptability:** Ability to adapt to changing priorities and work in a fast-paced environment.

EDUCATION

Drake University, Des Moines, Iowa

Aug. 2004 – May 2006

Bachelor of Arts (BA) in Journalism and Mass Communications

Northeast Iowa Community College, Peosta, Iowa

Aug. 2001 – May 2004

Associate of Arts (AA) in Communications

COMMUNITY ENGAGEMENT

- Amanda the Panda, Volunteer Dec. 2023
- Maple Grove PTO, Member 2021 – Present
- Grand Blue Mile, Wellmark Media Representative 2022 – 2024
- Des Moines Children’s Museum, Board Member 2020 – 2021
- Montana Public Affairs Council, Member 2020 – 2021
- Region Bank Communications Data and Analytics Taskforce, Member 2019 – 2021
- Regional Bank Communications, Multicultural Taskforce, Member 2016 – 2021
- Wells Fargo Green Team Iowa, Communications Chair 2015 – 2020
- Upper Midwest Diversity and Inclusion Council, Board Member 2016 – 2020
- Public Relations Society of America (PRSA), Member 2017 – 2019
- Diverse Mentoring Program, Mentor and Mentee 2015 – 2018
- Central Iowa Administrative Professionals, Communications Chair 2014 – 2016
- Women’s Team Member Network Des Moines, Communications Chair 2014 – 2016