

# Heather H. Dileepan

Freelance Writer & Marketer

[Email](#) | [Portfolio](#) | [LinkedIn](#)

Freelance writer and content marketing professional with over 8 years of experience in e-commerce and technology. Passionate about SEO and copywriting strategy for articles, blogs, and web pages.

## Work History

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### Senior Marketing Manager

[HigherEducation.com](#) • Seattle, WA, 2015-2019

- Built, implemented and updated effective SEO and content development strategies, and oversaw team training and best practices.
- Established and managed overall business plan for communications team and improved email conversion from 8% to 30% in year one.
- Created product positioning and messaging to differentiate and launch new products in the higher education marketplace.
- Led brand initiatives for targeted, strategic site updates and site refreshes
- Led team of 3-5 direct reports managing up to 7 employees.
- Maintained continuous check on email response rate, DNC and conversion metrics, optimizing and enhancing campaigns based on current trend data.

### Content Manager / Brand Specialist

[Amazon.com](#) • Seattle WA, 2011-2015

#### Amazon Grocery

- Oversaw \$1M annual spending account and managed all areas of e-commerce strategy for complex CPG businesses
- Planned, built, and executed marketing campaigns and brand launches.
- Used data to define profitability and strategy for product selection and inventory management.
- Reported on quarterly and monthly KPIs in business presentations to vendors.

#### Amazon Books

- Planned and executed online and email merchandising campaigns.
- Led content strategy, execution, and post-launch analysis for seasonal and ongoing marketing campaigns.
- Wrote and proofread advertising copy for promotions, book reviews, and Social Media.

- Led holiday bookstore strategy including creating, monitoring, and assessing two major merchandising efforts.

## **Product Manager/Associate Product Manager**

**[Cengage Learning](#) • Boston, MA, 2005-2008**

- Led the development of computer science books from implementation to completion.
- Acted as publishing liaison to author teams, technical writers, and freelance authorship.
- Hired, managed, and trained new freelance authorship to develop content.
- Researched market trends, conducted reviews, and implemented new content based on evolving market trends.
- Completed copyediting and developmental assessment of online and print content.

## Education

Master of Arts, Writing and Publishing

*Emerson College, Boston, MA*

Bachelor of Arts, English with a minor in Dance

*University of Washington, Seattle, WA*

## Certifications

Certificate in Front-End Development with HTML, CSS and JavaScript

*University of Washington, 2019*