

# HEATHER OUELLETTE

## EXPERIENCE

### **Epicor Software | Creative Operations Lead | December 2015 – Present**

- Managed marketing content responsibilities for more than 1,400 projects
- Led 3-person team who wrote SEO copy for 50+ webpages for the epicor.com CMS migration and redesign that's yielding 37% more traffic and driving 28% more leads than the previous site
- Documented and trained global employees on brand standards
- Built and executed content marketing department's first multichannel campaign
- Currently architecting new corporate marketing workflow and leading change communications

### **McKinstry | Brand Development Specialist | March 2010 – December 2015**

- Helped build energy awareness program, including marketing and program materials, multiple website development cycles, and social media launch
- Co-managed internal news bureau, regional public relations efforts, and community ribbon-cutting events
- Led proposal development process for more than 110 opportunities
- Wrote and designed marketing collateral

### **Loucks Associates | Marketing Coordinator | September 2006 – February 2009**

- Rebranded corporate identity, sales and marketing templates
- Wrote and edited content for MNCREW industry organization newsletter
- Designed tradeshow displays

### **CBRE | Sales Assistant | July 2004 – June 2006**

- Marketed investment property listings via direct mail, email, and websites for agents in the Private Client (PCG) and Multi-Housing Groups (MHG)
- Designed brochures, mailers, offering books, event invitations, and annual sales reports
- Planned and promoted investor education events

## EDUCATION

**University of Wisconsin—Eau Claire | B.A. in English With Creative Writing Emphasis, Cum Laude, 2004**

## COMPETENCIES

**Advanced** | Acrobat, InDesign, PowerPoint, Word, Outlook, Widen DAM, Easy Projects

**Intermediate** | SharePoint, PowerPoint, Illustrator, AP Style, Chicago Manual of Style, Campaign Monitor

**Knowledgeable** | Excel, web content management systems, Brainshark, InVision, Basecamp, Asana