

- H E A T H E R D E V E R S -

Design | Creative Vision | Brand Strategy | Multi-Channel Marketing | Leadership

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Driven leader with expertise in creative strategy, interior design, multi-channel marketing, sales, strategic partnerships, editorial content creation, and copywriting. Passion for designing and deploying internal and external creative programs for major brands including Condé Nast, *D Magazine*, Neiman Marcus, and JCPenney. Proven ability to conceptualize, communicate, and implement creative initiatives to manage brand identity and boost brand recognition. Distinguished strategic creative partner who thrives on collaboration with internal cross-functional teams; high level of emotional intelligence and grit.

KEY ACCOMPLISHMENTS

- ▶ **Media Relations:** Cultivated relationships with media outlets to increase brand exposure; appeared monthly in segments on NBC DFW and Texas Today.
 - ▶ **Awarded for Excellence:** As Creative + Content Director for DFW Child Media Group, earned 18 awards from the 2019 Parenting Media Association including the Gold Award for General Excellence. Commentary from judges included, "This publication is a tour de force. It could compete with national magazines. It is excellent in all areas."
 - ▶ **Proven Talent:** Youngest Managing Editor in *D Magazine* history; promoted from Intern to Managing Editor in less than a year.
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SIGNATURE QUALIFICATIONS

Creative Direction
Multi-Channel Marketing
Editorial & Copywriting

Brand Strategy
Google Analytics & SEO
SketchUp/AutoCAD/Revit

Leadership
Strategic Partnerships
Event Management

PROFESSIONAL EXPERIENCE

HD Creative • Writer + Editor

December 2023 – September 2024

Delivered writing and editing services to local and national clients, including AAA and Pace Communications.

- ▶ **Content Creation:** Wrote original, compelling content for diverse projects, including website copy, blog posts, articles, marketing materials, and social media content. Edited and proofread written materials to ensure clarity, accuracy, conciseness, and adherence to style guidelines. Adapted writing style and tone to suit different audiences and platforms.
- ▶ **Digital Marketing:** Edited and enhanced website content to optimize search engine rankings and brand visibility. Focused on keyword integration, headline structure, and metadata to boost SEO.
- ▶ **Cross-Functional Collaboration:** Seamlessly partnered with cross-functional teams to align content strategies, improve overall quality, and ensure consistency across deliverables.
- ▶ **Quality Control:** Audited and fact-checked high volumes of content for accuracy, client compliance, and brand voice while enhancing internal processes through QA insights.

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Gautreaux Interiors • Designer

May 2023 – December 2023

Collaborated with clients to understand their needs, created design concepts and plans, selected materials and furniture, and oversaw project implementation.

- ▶ **Design**: Developed comprehensive design concepts, including space planning, furniture selection, color palettes, lighting design, and material specifications. Sourced and selected furniture, fixtures, equipment (FF&E), and finishes, negotiating with vendors to achieve cost-effective solutions.
- ▶ **Project Management**: Coordinated with contractors, architects, and other tradespeople to ensure seamless execution of design plans and resolve any on-site issues. Managed all phases of design projects, from initial concept development to procurement, contractor coordination, and final installation, ensuring projects were completed on time and within budget. Managed multiple projects simultaneously, demonstrating strong organizational and time-management skills.
- ▶ **Presentation**: Created and delivered compelling presentations to clients, effectively communicating design concepts and proposals. Consistently received positive client feedback, with a focus on exceeding expectations for design quality, functionality, and service.

Flea Style • Director of Strategic Partnerships + Editorial

March 2022 – March 2023

Drove executive leadership over strategic partnerships, editorial, and marketing. Enabled brand and sales growth through business development efforts; served as the acting Director of Marketing.

- ▶ **Business Development**: Launched Private Events Division from the ground up, generating over \$800K in 8 months; developed and managed the brand's first influencer partnership, capturing \$70K in online sales and record-breaking single-day sales in stores.
- ▶ **Event Management**: Hosted events for high-profile clients, including NBC Universal, Cartier, La Crema Wines, The Cotton Bowl, The Texas Rangers, It Cosmetics, and The Dallas Cowboys. Ensured excellence throughout event lifecycle including prospecting, quoting, contract negotiation, logistics, staffing, merchandise sourcing, and event management.
- ▶ **Marketing Strategy**: Spearheaded strategic marketing initiatives for email, social media, paid advertising, in-store, and influencer partnerships.

Courage + Grit Creative • Co-Founder + CEO

April 2021 – March 2022

Delivered comprehensive marketing and creative services for small to mid-size businesses, including social media, email marketing, paid advertising, website management, media relations, and copywriting.

- ▶ **Strategic Relationships**: Partnered with notable clients such as GXVE by Gwen Stefani, Rodan + Fields, Flea Style, and Sanctum Med + Wellness within the first year of business.

DFW Child Media Group Creative + Content Director Executive Editor

May 2019 – April 2021
(July 2019 – April 2021)
(May 2019 – July 2019)

Directed business development initiatives to engage audience and build brand recognition. Managed content and editorial processes in collaboration with internal partners. Cultivated media relationships to enhance brand exposure.

- ▶ **Business Development**: Pioneered launch of podcast and parenting roundtable discussions to elevate perception of company from print-centric to a multimedia brand.
- ▶ **Brand Recognition**: Rebranded Dallas Child, Fort Worth Child, Collin Child, and North Texas Child magazines to DFW Child to simplify offerings and increase brand recognition.

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- ▶ **Content Planning:** Managed editorial content initiatives including planning, writing, and editing for brand's website and magazine products. Directed the magazine cover process including conceptualization, production, style, cast, and art.
- ▶ **Collaboration:** Partnered with the Director of Marketing to develop consistent multi-channel branding for successful execution of strategic partnerships, promotional campaigns, virtual events, and social media.

ADDITIONAL EXPERIENCE

- ▶ Stitch Fix • Stylist • July 2014 – December 2016
- ▶ JCPenney Corporation • Style Director • July 2011 – July 2014
- ▶ Neiman Marcus Group • Senior Stylist • May 2010 – July 2011 | Stylist • May 2008 – May 2010
Merchandise Coordinator • August 2007 – May 2008
- ▶ Condé Nast Portfolio • Creative Services Coordinator • July 2006 – August 2007
- ▶ D Magazine Partners • Managing Editor SIP • September 2005 – July 2006

EDUCATION, CERTIFICATIONS & AFFILIATIONS

- ▶ Master Certificate Program • Heritage School of Interior Design, Dallas • Expected graduation of June 2025; upon graduation will be eligible to sit for the Residential Interior Design Qualifying Certification (RIDQC) exam
Coursework: AutoCAD, Revit, SketchUp, Fundamentals of Interior Design, Kitchen & Bath Design, Commercial Design, Construction Basics, and Adobe Suite
- ▶ Bachelor of Arts in Journalism, Minor in Film Studies • Southern Methodist University
- ▶ Judge, Gerald R. Ford Journalism Awards on Presidency
- ▶ Executive Member, Dallas Fashion Group International