

HEATHER L. HARDING

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Influential Thought Leader / Outstanding Internal & External Relationship Builder

Marketing Professional (17 yrs)

Agency Experience (13 yrs)

Brand Strategy

Design Management

Project Management

Budget Prep & Management

Sponsorship Management

Competitive Intelligence

Industries: Entertainment, Sponsorship, B2C, B2B, Consumer Packaged Goods, Advertising, Multicultural, Retail

PROFESSIONAL EXPERIENCE

Sr. Associate, Parks Account Management, Corporate Alliances, Lake Buena Vista, FL 2014 to present
A global leader in family entertainment and media. Recognized by Forbes as one of the world's most valuable brands. 160,000+ employees

Key Brands: American Tourister, Panasonic, Office Max, Havaianas, LVMH

- Marketing and strategy liaison for a portfolio of Corporate Alliance partners
 - Works closely with partner marketing teams and their agencies to provide strategic and creative guidance for various cobranded marketing efforts (videos, photo shoots, events, promotions, etc.)
- Leads strategic partner marketing efforts while ensuring business objectives are met to drive partner satisfaction and renewal
 - Initiated holistic holiday celebration campaigns such as National Caramel Day. As a result of the campaign, the Karamell-Kuche Shoppe in Epcot experienced a sales lift of ~33%
 - Led the Colortopia presented by Glidden Grand Opening media event at Epcot. Garnered a reach of ~124,685,258 for parks and resorts in one week
- Created and implemented a comprehensive marketing and hospitality promotion process. This process provides a step-by-step guide on how to create a partner toolkit promotion from beginning to end

Consumer Intelligence Brand Planner, GlobalHue, Southfield, MI 2011 to 2014
A full-service marketing communications agency with total market and cultural expertise. Recognized as the "Multicultural Advertising Agency of the Decade" by Adweek. 250 employees.

Key Brands: Walmart, Chrysler, US Bank

- Walmart – created brand strategy briefs for creative execution and implementation for translation into TV, radio, print, social media and online
- Chrysler – built and presented competitive analysis and trends to client and account teams on a quarterly basis
- US Bank – provided strategic business analysis and consumer insights to client and client teams for ongoing multicultural assignments

New Product Marketing Leader, Dominos, Ann Arbor, MI 2010 to 2011
The second largest pizza franchise in the world, also recognized as the world's leading pizza delivery service. \$1.5B revenue; 145,000 employees. (TEMPORARY POSITION)

- Managed new product development in the sandwich, dessert and beverage categories – business opportunity identification and timeline creation

Marketing Manager, CFI Group, Ann Arbor, MI 2008 to 2010
An international Customer Satisfaction Measurement firm that increases customer satisfaction, loyalty, and financial results. \$10M annual sales; 150 employees.

- Implemented creative marketing strategies that produced a monthly amount of 200 qualified leads for the sales team
- Comprehensive marketing campaign development of a \$775K B2B marketing plan that met a 20% profit growth goal towards the expansion of the companies' products and services

Brand Account Leader, LPK, Cincinnati, OH 2007 to 2008

An international design agency with a proven track record in building leadership brands. 1000 employees.

Key Brands: Hershey and Starbucks

- Created streamlined posting and proofing packaging process for internal Hershey brand team
- Strategic liaison between the brand and creative team for Packaging, Branding and In-Store Advertising Initiatives – results included stronger brand recognition and credibility

Account Director, The Benchmark Group, Cincinnati, OH 1999 to 2007

A branding and graphic design agency. \$60M revenue; 70 employees. (Merged with Anthem Worldwide)

Key Brands: Olay, Ivory, Bounce, Tide, Downy, Mr. Clean, Dawn, Folgers and P&G Professional

- Successfully led a team of 7 professionals that delivered work on strategy and on equity while meeting all project and marketing objectives
- Instrumental in the launch of the P&G African American beauty scale campaign “*My Black is Beautiful*” marketing collateral; a \$500K project
- Brand Equity – Managed the creative development of the NA Equity Standards for P&G Professional; a \$775K project

Account Supervisor (2005 – 2006)

- Led the largest tri-lingual packaging redesign in P&G history, including hundreds of SKU’s; an \$800K project.
- 360-degree marketing – Managed the strategic development of a breakthrough communication platform to differentiate P&G Professional’s Lodging Program

Senior Account Executive (2003 – 2005)

- Developed the strategic input towards award-winning holistic marketing program – *Restaurant Depot Destination Center* that drove incremental traffic to the cleaning aisle with stellar marketing results of 37% ROI in year one
- Managed the team that was instrumental in unseating a 20-year existing agency of record relationship that won the entire P&G Professional line of business for the company increasing revenue by \$1M

Account Executive (2001 – 2003)

Account Coordinator (2000 – 2001)

Creative Assistant (1999 – 2000)

EDUCATION

MBA 2017

Herzing University, Orlando Florida (completion 8/2017)

Bachelor of Fine Arts, Electronic Media 1997

University of Cincinnati – College-Conservatory of Music, Cincinnati, Ohio

ADDITIONAL EXPERIENCE

Volunteering

Web Master, Livonia City Thunder Baseball Team, Livonia, MI 2011 – 2015

- Website updates, team photographer & videographer

Marketing Manager, Agility Focused Camps, Canton, MI 2010 – 2013

- Email blasts and direct mail campaigns for seasonal camps
- Website updates and maintenance