



Heather Hill

Work Experience

BRANDWORKS

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Heather@H2BrandWorks.com

H2 BrandWorks, LLC (June 2009 - present)

Founder

- Strategic Marketing & Communications - SeeH2BrandWorks.com for complete capabilities and services presentation

Special Olympics World Winter Games (March 2008-June 2009)

VP Marketing & Communications

- Strategic leadership of Games Organizing Committee with organization-wide influence
- Develop and manage overall branding, marketing, media and communications strategy and plan, in collaboration with Special Olympics International
- Manage integration of messaging across all functional areas of the World Winter Games

Saatchi & Saatchi Los Angeles (May 2006-February 2008)

Associate Director Brand Integration

Client: Toyota Motor Sales, U.S.A.

- Drove strategy development, objectives, positioning and messaging for client in the Health & Endurance Sports space (triathlon, pro cycling, swimming, running)
- Planned & managed multi-million dollar fiscal year budgets in conjunction with model year product launches and calendar year sponsored-event coordination
- Worked with SSLA media department to fully leverage client's media buys for value-add opportunities
- Oversaw and contributed to design and development of marketing campaigns with specific product focus (ex: Toyota Endurance SportsLab, Toyota Engines of Change and Toyota-United Pro Cycling Team)
- Worked with all sponsored events and partners to form legal contracts/agreements for benefits/services
- Developed & maintained relevant strategic partner opportunities for client
- Oversaw client's onsite presence at national events

Go Fast Sports & Beverage Co. (February 2002-May 2006)

VP Brand Communications

Managed all PR, Marketing, Advertising & Promotions

- Art directed and managed production of all brand communications (e.g. POS, apparel, advertising, etc.)
- Contributed to product research and development for both Go Fast Energy Drink and Go Fast Sports Apparel
- Created, maintained and grew Athlete Program
- Reviewed, negotiated and managed all event and athlete sponsorships/partnerships
- Planned logistics/communications for branded events
- Managed logistics and creative for booth at ASR

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Kenny Communications / Client: Go Fast Sports, Inc (2000-2002)

Public Relations/Marketing/Advertising

- Wrote and distributed press materials for Go Fast to both consumer and business media
- Contributed to website development
- Created and managed Go Fast Energy Drink product launch to the media and retail distribution/promotion

Rudy Project USA (1999-2001)

Freelance Public Relations

- Implemented national public relations efforts, product reviews and editorial placement in consumer and trade publications
- Assisted with product sales at expo booth/sports events
- Assisted with athlete relations

Thomas & Perkins Advertising & The Integer Group (1994-1999)

Account Management & Creative Art Buyer

- Reviewed and recommended talent for photography, illustration and other outsourced creative services
- Managed Account Team work flow between account services, creative, print and broadcast production
- Managed various account/client budgets
- Accounts: AT&T Broadband, Coors Brewing Co., Boston Market, Titan Motorcycles

Stock Imagery, Inc. (1992-1994)

Creative Director

- Art directed photo shoots for stock photography catalog and library for sports, fitness, beauty & business
- Managed photo selections for catalog layout
- Coordinated layout/printing in Hong Kong of catalog

Interests

Photography. Writing. Travel. Cooking. Cycling. Running. Seeking out the best coffee shops.

Personal Accomplishments

Quelle Roth Ironman. NYC Marathon. Hood to Coast Relay. Napa Valley Marathon. 24 Hours of Boulder...The Run. Vail Hill Climb. Los Angeles Triathlon. Boulder Peak Triathlon. Escape From Alcatraz Triathlon. Half Vineman Triathlon. Boise 70.3 Half Ironman. Race to Robie Creek Half Marathon. Nautica Malibu Triathlon. Solvang Century. Bolder Boulder. Las Vegas Half Marathon. Steamboat Half Marathon. Zeitgeist Half Marathon. Mile High Duathlon Series. Luna Chix Ambassador Team.