



HELLO, I'M HEATHER CRAIG.

[Heather Werle Craig]

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🌐 LINKEDIN.COM/IN/HEATHER-WERLE-CRAIG/



SUMMARY

I'm a creative leader who thrives at producing consistent and effective messaging and content. I excel in defining and working with processes, guidelines, and best practices and quickly build trust with coworkers on all levels, agencies, and partners because, at my core, I'm most passionate about cultivating healthy relationships. I have extensive experience serving various departments and managing priorities for stakeholders and organizations, and I manage projects effectively while adhering to strict deadlines and tight budgets. My legacy is recruiting, investing in, and launching healthy teams where individuals and the organization both thrive.



WORK

GLOBAL EXPERIENCE DESIGN: COMMUNICATIONS STRATEGY COMPASSION INTERNATIONAL APRIL 2023 - MAY 2024

I provided strategy and tactics to generate B2C and B2B leads and nurture them to partnership, ensuring all messaging was relevant and timely for each phase of engagement at a nonprofit with 14 global offices serving 8000+ communities in 29 countries. I created content and engaged in ideation across multiple channels, working with international teams (product marketing).

- Led communications strategy and content creation for a B2B event kit (intended for audiences of 400-10,000 participants), resulting in a 254% customer engagement than expected during the testing phase.
- Served as the communications lead strategist and writer for B2B.
- Crafted messaging for the organization's largest US-based audience.
- Participated in a cross-functional design sprint to create two new products to place in front of major donors.
- Worked on an internal, interactive disaster relief website to share information among 14 global partner offices.

MANAGER OF CONTENT MARKETING WOOM || WOOM.COM/EN_US 1.2022 - 12.2022

I was the full-time content marketing manager responsible for shaping the brand story while also covering full-time senior copywriter and editor responsibilities. I also led the team that increased content production by approximately 8x within the first six weeks at this B2C kids' bike company.

- Planned and implemented sales and seasonal campaigns, product launches, monthly e-commerce content marketing, and product marketing strategies.
- Edited and coached all in-house and freelance writers.
- Launched strategic processes and collaboration with Community + Partnerships (including social media), Events, Public Relations, Voice of the Customer, Customer Experience, and Employee Experience to magnify the brand story.
- Established and defined customer data-driven personas to use for targeted content.
- Developed an organic content strategy, introducing SEO and shaping an intentional customer journey.
- Created the foundation and outline for a brand and style guide.
- Crafted US and global messaging for corporate branding, product launches, and sales campaigns.

CONTENT DIRECTOR CANOPY || CANOPY.US 2020 - 2021

I crafted eight customer personas to develop communications for a B2C tech startup (parental control app); created messaging for media, agencies, influencers, and product testers; and did product marketing.

- Created a brand guide from scratch for a tech startup, including logo usage, tagline, mission statement, messaging, keywords and phrases, style, voice and tone, audience, fonts, letterhead, business cards, colors, email signatures, photos, and media guide.
- Ranked 25% of keywords on page one of Google and drove 33% of organic traffic within six months of launching a blog that is still the largest driver of organic traffic.
- Published a 32-page e-book in six weeks.
- Launched social media channels, developed content, and produced two monthly e-newsletters (16K+ recipients).
- Added 7K+ customers in 10 months with a team of six.
- Created content for lifecycle nurture campaigns that doubled the product installation rate (40% to 80%) and increased the free-trial conversion rate by 28%.

FREELANCE WRITER + EDITOR AND COMMUNICATIONS CONSULTANT
MAKES WORDS DANCE
2004 - PRESENT

DIRECTOR OF COMMUNICATIONS
GRACE COVENANT CHURCH
2016 - 2020

COMMUNICATIONS SPECIALIST
FAITHBRIDGE FOSTER CARE
2014

DIRECTOR OF YOUTH MINISTRY
CHRIST CHURCH OF ATLANTA
2010 - 2014

ASSOCIATE DIRECTOR OF YOUTH MINISTRIES
COVENANT PRESBYTERIAN CHURCH
2006 - 2009

PREVIOUS ROLES
VARIOUS

- Guiding organizational rebrands, internal communications, and messaging
- Magazine articles and book contributions.
- Corporate training manuals
- Digital and printed marketing materials

I orchestrated visual, electronic, print, and written communication strategies for a nonprofit with 5K+ participants. I also managed a website redesign and rebrand of several departments; created content for fundraising initiatives, print, and digital marketing materials, curriculum, and weekly event programs; oversaw organization-wide communications calendar and branding; set and adhered to the annual communications budget; and managed a print production machine and printer contracts.

- Promoted events to 10+ audiences with multiple personas in mind by writing and executing email campaigns.
- Managed communications for a database migration requiring participants to install and participate with an app.
- Coordinated organization-wide events, event communications, and event registration.
- Led the team that flipped the entire in-person organization online at the start of the pandemic (<48 hours).

I planned and created marketing campaigns for a nonprofit organization. I also launched, wrote, and edited a blog (managing freelancers); registered trademarks with a trademark attorney; managed and executed internal communications; did product marketing; and organized events.

- Overhauled the organization's three websites within the first 120 days, including learning new web design software.
- Redeveloped five training manuals for specific audiences, including graphics, participant and presenter versions, and printing.
- Authored and designed marketing materials, including printed and digital assets, banners, emails, and invitations.

I developed the curriculum and recruited leaders for a high school and middle school mentoring program, weekly gatherings, and special events. I also created social media channels and communications and planned national conferences.

I managed a team of full-time interns, an administrative assistant, an associate, and 50-75 volunteers, depending on the season. I also oversaw special events, weekly programs, and domestic and international trips; mentored adolescents; taught weekly; and developed a training curriculum for leaders and programs for students.

- Maintained compliance with annual, project, trip, and event budgets.
- Assisted parents on the difficult journey of parenting adolescents.

Editor (Group Publishing); Reporter, Copy Editor, and Designer (*Columbia Missourian*, a daily city newspaper); and Barista (Starbucks, customer service with people before they've had their morning coffee).



COMPASSION INTERNATIONAL

2023-2024 || *More items available upon request*

I was the lead comms strategist and writer on these projects.



Churches United, Changing Lives: RELATIONSHIP MANAGER TOOLKIT GUIDE



WOOM BIKES USA

2022 || *More items available upon request.*

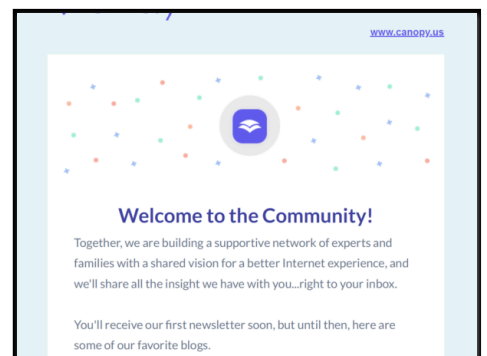
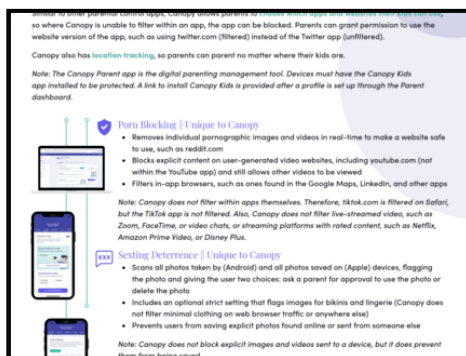
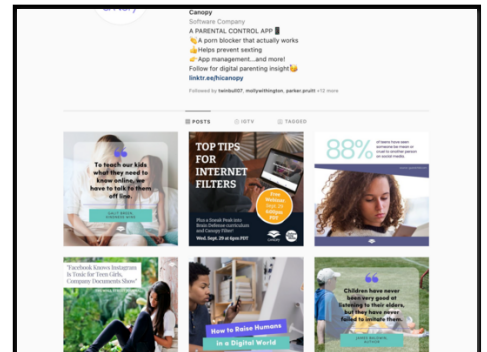
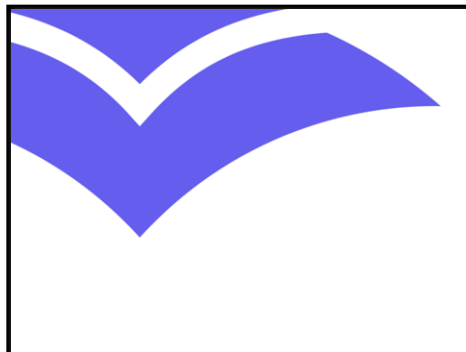
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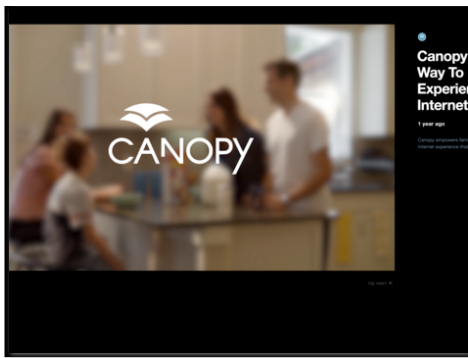


CANOPY PORTFOLIO

2020 - 2021 || *More items available upon request*

I was the strategist, writer or editor, and designer on all content included here (2020-2021 blog content only).





Keep your kids safe online

Parents want to **keep kids safe**. Kids want the **freedom to explore** on their own. With Canopy, your family can have both.

THE BEST OF CANOPY

- Artificial intelligence seamlessly removes pornographic images and videos in real-time.
- You don't need the login email and password for every social media account your child uses to protect them.
- Allow your kids to use social media websites safely.
- Parent in the digital world just like you do in the real one with our website and app management tool.
- Let Canopy encourage wise choices by prompting your kids to delete questionable photos before they are shared.
- Prevent explicit content from reaching the screen so kids



GRACE COVENANT CHURCH PORTFOLIO

2016 - 2020 || *More items available upon request*

I was the strategist, writer or editor, and designer on all content included here.



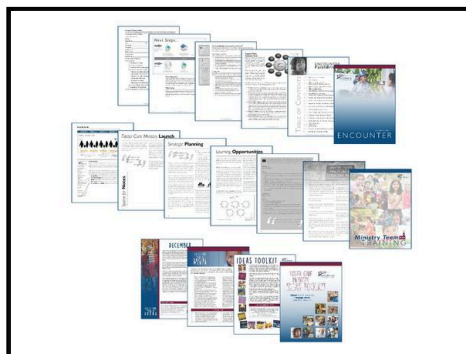
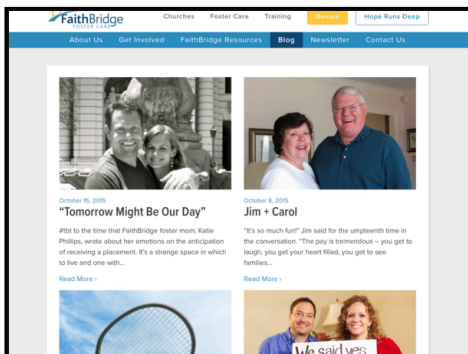
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FAITHBRIDGE FOSTER CARE PORTFOLIO

2014 - 2015 || *More available upon request*

I was the writer/editor on all blogs posted before April 2016 and the writer/editor and designer on all other content included here.



SKILLS

CONTENT STRATEGY AND CREATION

DIGITAL MARKETING

Systems: InDesign, Illustrator, Photoshop and Canva

BRAND STORY MANAGEMENT



PROJECT MANAGEMENT



Systems: Basecamp, Airtable, Asana, Monday.com, and Microsoft Teams

Systems: HubSpot, Mailchimp, Constant Contact, WordPress, HTML/CSS, Umbraco Facebook, Instagram, LinkedIn, HubSpot, Linktree, and Later.com

EDITING AND WRITING



Systems: Microsoft Word, Excel, PowerPoint & Outlook, and Google Docs, Slides & Sheets

EMPLOYEE ENGAGEMENT



EDUCATION

MASTER OF ARTS IN YOUTH & FAMILY MINISTRY
DENVER SEMINARY

Course emphasis on theology, leadership and adolescent faith development

BACHELOR OF JOURNALISM
UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM

Degree emphasis in news editorial design