



HELLO, I'M HEATHER WERLE.

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in LINKEDIN.COM/IN/HEATHER-WERLE/

SUMMARY

I make words dance, design pretty things, manage branding, cultivate relationships, shape company culture, orchestrate experiences, manage projects, and develop and maintain healthy teams. 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

COMMUNICATIONS CONSULTING
MAKES WORDS DANCE
2021 - PRESENT

Guiding organizational rebrands, internal communications, and messaging.

CONTENT DIRECTOR
CANOPY
JUNE 2020 - NOVEMBER 2021

Instrumental in crafting eight customer personas, developing goals, objections, takeaways, and pain points, and developing ads and communications for a tech startup launching a parental control app. Created messaging and FAQs for earned media, agencies, influencers, and product (app) testers. Planned and staffed an exhibition table for a conference with 5K+ participants. Introduced and planned celebrations for the team and managed swag and office supplies.

- Created a brand guide from scratch for a 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 the first page of Google and drove 33% of organic traffic within six months upon launching, writing, and editing a blog.
- Edited and published a 32-page digital parenting e-book in six weeks.
- Launched social media channels, developed creative content, and produced two monthly e-newsletters that were sent to 16K+ recipients.
- Added 7K+ customers in 10 months with a team of six.

DIRECTOR OF COMMUNICATIONS
GRACE COVENANT CHURCH
MAY 2016 - JUNE 2020

Orchestrated visual, electronic, print, and written communication strategies for a nonprofit with 5K+ participants. Managed a website redesign and rebranding 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. 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).

COMMUNICATIONS SPECIALIST
FAITHBRIDGE FOSTER CARE
AUGUST 2014 - APRIL 2016

Oversaw marketing campaign development for a nonprofit organization, including monthly newsletter creation and graphic elements. Managed foster parent bloggers, staff contributors, and calendars while serving as the lead writer for the blog. Registered trademarks by working with a trademark attorney. Conveyed staff updates and organized annual parties and events for foster children and families.

- Overhauled the organization's three websites within the first 120 days, including having to learn how to use new website design software.
- Revamped five training manuals for specific audiences, including graphics, participant and presenter versions, and printing.
- Authored and designed marketing materials, including printed and digital, banners, emails, and invitations.

FREELANCE WRITER + EDITOR
MAKES WORDS DANCE
2004 - 2016

- Various publishing companies including Group Publishing and Simply Youth Ministry: curriculum, idea, philosophy, and training books for adult and youth ministry; books (contributing author); and magazine articles
- Corporate training manuals
- Marketing materials

DIRECTOR OF YOUTH MINISTRY
CHRIST CHURCH OF ATLANTA
2010 - 2014

Developed the curriculum and recruited leaders for a high school and middle school mentoring program, weekly gatherings, and special events. Created social media channels and communications. Planning team member for national conferences.

ASSOCIATE DIRECTOR OF YOUTH MINISTRIES
COVENANT PRESBYTERIAN CHURCH
2006 - 2009

Managed a team of full-time interns, an administrative assistant, an associate, and 50-75 volunteers, depending on the season. Oversaw special events, weekly programs, and domestic and international trips. Mentored adolescents, and taught weekly. Developed training curriculum for leaders and programs for students.

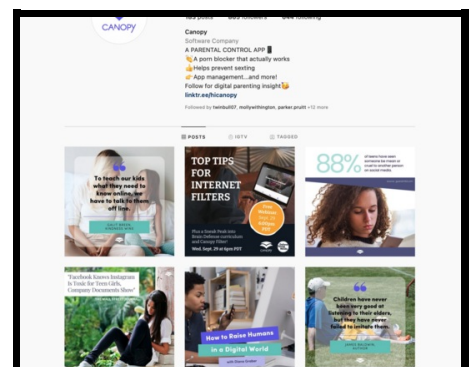
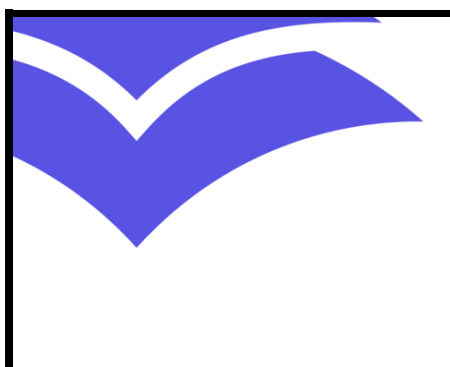
- Maintained compliance with annual, project, trip, and event budgets.
- Assisted parents on the difficult journey of parenting adolescents.

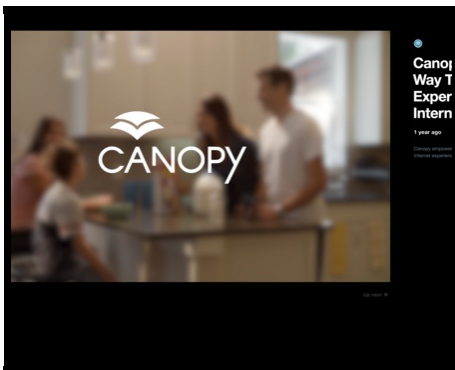
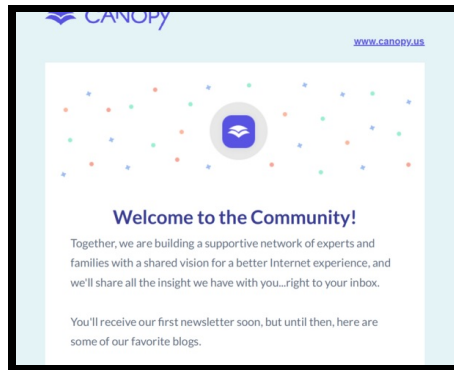
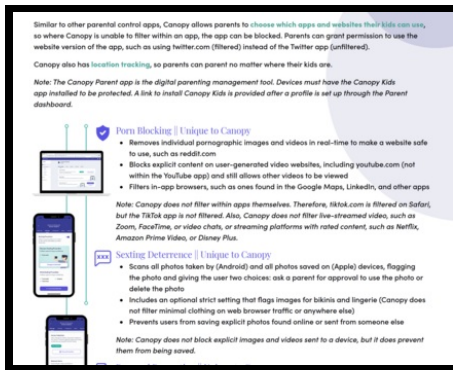
PREVIOUS ROLES
VARIOUS

Writer and Editor (Freelance); Editor (Group Publishing); Reporter, Copy Editor, and Designer (*Columbia Missourian*, a daily city newspaper)

CANOPY PORTFOLIO

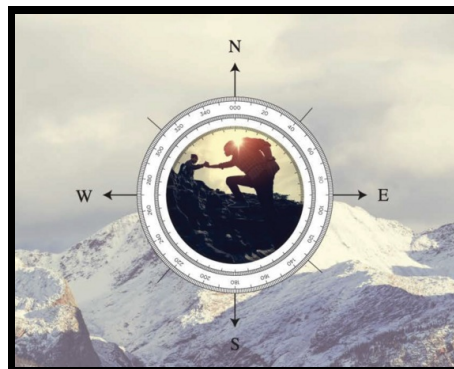
2020 - 2021 || *More items available upon request*





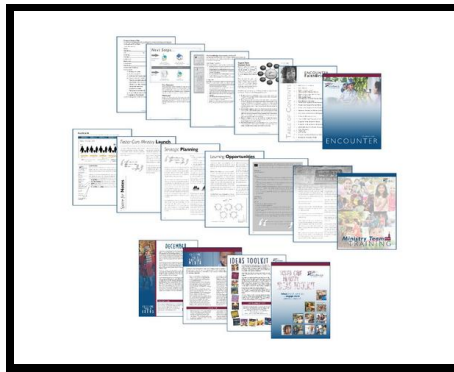
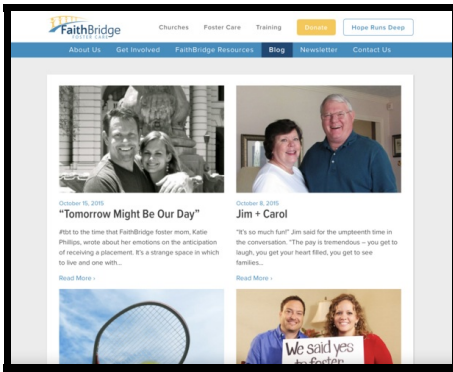
GRACE COVENANT CHURCH PORTFOLIO

2016 - 2020 || More items available upon request



FAITHBRIDGE FOSER CARE PORTFOLIO

2014 - 2015 || More available upon request



SKILLS

CONTENT STRATEGY + EXECUTION

Blogs, personas, branding, e-newsletters (Hubspot), e-books, emails (Hubspot, MailChimp, Constant Contact), social content (words, graphics and photos), ghostwriting, curriculum, teaching guides, promotional materials (print and digital), Google Ads, Facebook Ads, articles and book chapters

DESIGN

InDesign (proficient), Illustrator (some experience), Photoshop (limited experience), and Canva (proficient)

EVENT PLANNING

Dreamt up and executed youth and adult events for groups as small as a few and as large as 2000, including but not limited to all of the logistics of planning and leading international house-building trips with 200 teenagers and leaders

SOCIAL MEDIA

Facebook, Instagram, LinkedIn, Hubspot, Linktree and Later.com (limited)

GOOGLE ANALYTICS + GOOGLE ADS

Some experience using Google Analytics and worked with others to craft ads based on data and personas

LEADERSHIP + MENTORING

Launching teams and individuals to thrive – recruiting, training and mentoring both workplace teams and hundreds of volunteers

PROJECT MANAGEMENT + PLANNING

Marketing Strategy, People Management, and Systems: Basecamp, Airtable, Asana, Monday.com, Google Docs and Microsoft Teams

SEO STRATEGY AND EXECUTION

Ubersuggest, Hubspot, Google Ads

WEBSITES DESIGN AND EXPERIENCE

Wordpress (most), HTML/CSS (some), Umbraco (limited)

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