



# HEATHER WERLE

Makes Words dance

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## SUMMARY

CREATIVE COMMUNICATOR. INTENTIONAL DESIGNER. GRAMMAR NINJA.



## WORK

### **DIRECTOR OF COMMUNICATIONS**

**GRACE COVENANT CHURCH**

MAY 2016 - PRESENT

- Strategize, manage (a team of four), and coordinate all visual, electronic, printed, and written communications for a nonprofit organization with 5000+ participants, including but not limited to individual promoting and resourcing 10 departments, 10-12 directors, and several dozen weekly and one-time programs and events each season.
- Write and execute strategic email campaigns for the promotion of various events to a dozen sometimes overlapping target audiences
- Managed a website redesign and several department redesigns
- Implemented a new database management and communications system, including coordination communications to encourage participants to create profiles
- Ghostwriter for executives
- Coordinate and execute fundraising initiatives
- Edit all organization emails, materials and curriculum
- Create weekly printed programs from start to finish
- Manage printer contracts and printers for approximately 40 staff members (one production machine, two mid-size printers and one desktop printer), including troubleshooting
- Plan and oversee the communications budget

### **COMMUNICATIONS SPECIALIST**

**FAITHBRIDGE FOSTER CARE**

AUGUST 2014 - APRIL 2016

- Created and managed an integrated marketing campaign for nonprofits including graphic elements, a monthly newsletter with twice the open rate of the national nonprofit average, social media, training pieces, events, blogs, and videos
- Write monthly newsletters aimed at specific markets and for training events
- Edited and managed a team of foster parent bloggers, staff contributors and calendar and was the lead writer for the organization's blog
- Rewrote, redesigned, and was project manager for five training manuals aimed at specific audiences, including graphics, participant and presenter versions and printing
- Communicated internal staff updates and events
- Created, wrote, and designed flyers, stand-up banners, bulletin inserts, posters, online event invitation, e-blasts, magnets, billboards, and other unique marketing materials, as needed
- Organized all-staff annual party and planned events for foster families and children, including revamping our annual Christmas party with personalized gifts for all foster children

**FREELANCE WRITER + EDITOR**  
**MAKESWORDSDANCE.COM**  
2004 - PRESENT

- Populated and launched a redesign of the organization's three websites within my first 120 days, including learning a new website design software (Umbraco)
- Managed the process and worked with a trademark attorney to register trademarks
- Various Christian publishing companies including Group Publishing and Simply Youth Ministry
  - Curriculum, idea, philosophy and training books for adult and youth ministry
  - Books (contributing author)
  - Magazine articles
- Corporate training manuals
- Marketing materials

**DIRECTOR OF YOUTH MINISTRY**  
**CHRIST CHURCH OF ATLANTA**  
2010 - 2014

- Started, selected and wrote curriculum for, taught regularly at and recruited leaders for a high school girls' discipleship program and middle school youth group
- Selected and wrote curriculum for, taught regularly at and recruited leaders for middle school and high school Sunday school
- Partnered with parents, meeting with moms of teenagers regularly
- Wrote and managed all youth ministry communications, including social media pages
- Planned and led local and national events and trips, at times partnering with outside organizations
- Women's ministry

**ASSOCIATE DIRECTOR OF YOUTH MINISTRIES**  
**COVENANT PRESBYTERIAN CHURCH**  
2006 - 2009

- Led and developed a team made up of full-time interns, an administrative assistant, an associate and volunteers (included recruiting)
- Planned and led special events, domestic and international trips and weekly programs
- Oversaw an annual budget and all project, trip and event budgets
- Worked with parents as they endeavored on the difficult journey of parenting adolescents
- Wrote articles and curriculum, taught regularly, mentored adolescents and led a small group of high school girls

**CHURCH RESOURCES YOUTH MINISTRY EDITOR**  
**GROUP PUBLISHING**  
2005 - 2006

- Created, wrote and edited resources and curriculum in partnership with copy editors, writers, designers, suppliers and marketers as part of the entire publishing process

**VARIOUS INTERNSHIPS, LEADERSHIP ROLES AND VOLUNTEER POSITIONS**  
**UNIVERSITY PRESBYTERIAN CHURCH IN SEATTLE, CHRIST CHURCH OF OAK BROOK, PFR YOUTH MINISTRIES, RUF CAMPUS MINISTRY AND K-LIFE YOUTH MINISTRY**  
1997 - 2002

- Middle school, high school and college ministry

**REPORTER, COPY EDITOR, DESIGNER**  
**COLUMBIA MISSOURIAN**  
1999 - 2001

- Wrote, edited and designed local and national copy for news, editorials, features and sports



**SKILLS**

WRITING, EDITING, AND CONTENT CREATION

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EVENT PLANNING

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PROJECT MANAGEMENT, PROJECT PLANNING, AND TEAM MANAGEMENT



ADOBE CREATIVE CLOUD: ILLUSTRATOR



SOCIAL MEDIA: FACEBOOK, INSTAGRAM, AND TWITTER



WORDPRESS WEBSITES



MICROSOFT OFFICE PRODUCTS AND MICROSOFT OFFICE 365



GOOGLE ANALYTICS



ADOBE CREATIVE CLOUD: INDESIGN



ADOBE CREATIVE CLOUD: PHOTOSHOP



HTML/CSS



UMBRACO WEBSITE DESIGN



BASECAMP



## EDUCATION

### **MASTERS OF ARTS IN YOUTH & FAMILY MINISTRY**

**DENVER SEMINARY**

2002 - 2004

Course emphasis on theology, leadership and adolescent faith development

### **BACHELORS OF JOURNALISM**

**UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM**

1997 - 2001

Degree emphasis in news editorial design