

Heather Latchford

Digital Marketing & Creative Development Manager

Education

BA Fine Arts, Illustration

Cal State Fullerton

AA Liberal Arts, Honors

Saddleback College

AA Fine Arts, Honors

Saddleback College

Skills

Web Design

Wordpress
Shopify
HTML
CSS3
PHP / MySQL
Dreamweaver

Graphic Design

Photoshop
Illustrator
InDesign
Fresco

UI Design

Adobe XD
Figma

Operations

Salesforce
Office 365
Sharepoint
Teams
Monday

Email

Marketing Cloud
ESP

Analytics

Google Analytics
Google Data Studio

Photography

Product and Corporate

Video Editing

Adobe Rush and
Premiere

Social Marketing

Adobe Express

About Me

I am a highly skilled marketing manager with experience in leading design, sales, and customer support teams. My career is focused on the intersection of technology with design and their application in creating engaging brand management strategies. My expertise includes Adobe Creative Cloud, CRM, Sharepoint, Teams, CMS, PIM and project management platforms.

Experience

Director of Sales Operations, Digital Marketing Specialist, PIM Safety Products Global

2021-2024

Managed a hybrid-remote team. Project lead for Salesforce expansion including employee training program. Developed dynamic sales dashboards for all department roles. Designed product data model for 745 products across three brands. Completed implementation of Product Information Management (PIM) using Salsify. Technical lead for Sharepoint and Teams.

Email & Web Program Manager Hoag Memorial Hospital Presbyterian

2021

Designed and deployed over 140 email campaigns. Developed data harmonization matrix for Email, PPC, Print, and organic campaigns. Completed a 2-year retrospective audit of campaign codes used in ROI analysis. Redesigning CRM APIs to provide dynamic path for building patient journeys and triggered campaigns. Program manager for maintenance of seven websites.

Digital Marketing Specialist Logan Ad Group

2017 - 2020

Developed dynamic client dashboards in Google Data Studio. Created lead tracking report templates in Excel utilizing complex formulas to document multiple touch point attribution of marketing campaigns. Lead implementation of Adobe Creative Cloud. Technical direction of digital marketing campaigns, including email, digital catalogs, website, SEO, Google Analytics.

Senior Marketing Manager Select Data

2014 - 2016

Responsible for strategic marketing programs. Improved email marketing rating from 6% open to 25-30%, click thru rate from .1% to 13.68%. Redesigning company website resolving over 7,000 SEO errors. Coordinated trade show calendar of over 20 events per year. Developed remote employee training portal utilizing custom WordPress template.

Marketing Manager Mission Landscape Companies

2012 - 2014

Responsible for CRM administration and multimedia presentation materials. Created on-demand proposal documents in both Microsoft Word and InDesign. Designed new company website including new employee application portal. Developed in-house printing program, resulting in a reduction of printing costs by \$12,000 annually.

Multimedia Specialist The Personal Relationship Firm

2010 - 2012

Coordinated design projects from concept through completion for print and web. Worked with clients to create vision, conceive designs. Developed social media strategies, taking full advantage of networking applications. Produced client training videos, providing improved customer support during the implementation phase of projects.

Account Executive Promax Systems

2007 - 2010

Created employee training program. Developed new inventory management program, reducing product returns by 30%. Established accurate sales forecasting program, leading to increase in vendor MDF funds by 25%. Led new product line launch, increasing sales by 120% in product category.

Contact



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References available upon request