

HEATHER WILSON

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SKILLS / SOFTWARE COMPETENCY SUMMARY

- ♦ Writing / Editing
- ♦ Event Planning
- ♦ Social Media Management
- ♦ Eight years Adobe Photoshop / InDesign Experience
- ♦ Three years Adobe Illustrator Experience
- ♦ Microsoft Office
- ♦ Public Speaking
- ♦ Final Cut Express
- ♦ Email Marketing
- ♦ Photography
- ♦ Cision
- ♦ Blogging

EDUCATION

Ohio University E.W. Scripps School of Journalism – Athens, Ohio

August 2011-May 2013

- ♦ Bachelor of Science in Journalism – Public Relations Sequence with Marketing and Sociology emphasis
- ♦ Organizational Communications minor
- ♦ Professional Sales Certificate: Schey Sales Centre
 - ♦ Competitive-entry sales program that focuses on essential skills, includes 300-hour internship and professional development
- ♦ Leadership Certificate: 21st Century Leadership Series, Amanda J. Cunningham Leadership Center at Ohio University
- ♦ Cumulative GPA: 3.523, Graduated Cum Laude
- ♦ Graduated in two years due to Post Secondary Enrollment Options Program at regional campus from September 2009 to June 2011

PROFESSIONAL EXPERIENCE

Associate Editor / Communications

American Motorcyclist Association – Pickerington, Ohio.....September 2014-Present

- ♦ Interview racers and promoters in order to write original content on off-road racing and riding for AMA website and magazine
- ♦ Co-manage @AMA_racing Twitter and Instagram accounts and select AMA Facebook pages
- ♦ Develop and distribute bi-weekly email newsletters using Constant Contact
- ♦ Post industry press releases on AMA website
- ♦ Write script for AMA racing banquet

Communications Specialist

Motorcycle Industry Council – Irvine, California.....August 2013-August 2014

- ♦ Wrote and pitched news releases for all associations: ATV Safety Institute, Motorcycle Industry Council, Motorcycle Safety Foundation, Recreational Off-Highway Vehicle Association and Specialty Vehicle Institute of America
- ♦ Managed social media (during select events)
- ♦ Assisted with event planning for associations / wrote scripts and coordinated video shoots
- ♦ Promoted safety and training for operators of motorcycles, ATVs and ROVs / on-air TV spokeswoman for select events

Volunteer Public Relations Coordinator

Appalachian Championship Enduro Series (ACES) – Southeastern Ohio area.....February 2012-Present

- ♦ Photograph and video races
- ♦ Interview race winners, write and design race reports, and manage email marketing communications (MailChimp)
- ♦ Pitch race reports to various media outlets and monitor outlets for coverage
- ♦ Oversee layout and write content for new website (ACES-races.com) and manage social media (Facebook & Twitter)
- ♦ Develop print and digital materials - fliers, banners, t-shirts, social media images

Public Relations / Marketing Volunteer Consultant

Wheelsports, Inc. – Reynoldsburg, Ohio (Power equipment dealership).....January 2008-Present

- ♦ Create / manage content for website and manage social media
- ♦ Video production / photography of dealership
- ♦ Develop promotional materials

Donor Recruitment Intern

American Red Cross, Central Ohio Blood Services Region – Athens, Ohio.....September 2012-May 2013

- ♦ Recruited donors for blood drives on campus by phone, email, social media and face-to-face/formal presentation recruiting
- ♦ Managed a team of 15 members of Campus Red Cross (Ohio University student organization)
- ♦ Assisted with planning blood drives on campus and supervised / operated registration process at blood drives
- ♦ From September 2011-August 2012, served as Campus Red Cross Public Relations Officer

Ohio Fairs' Queen – Public Relations Representative for fair and agricultural industries and youth development programs

Ohio Fair Manager's Association.....January 2010-2011

- ♦ Toured 88 fairs in Ohio, 14,000+ miles traveled, blogged about experiences, 60+ posts
- ♦ Participated in 27+ radio / T.V. interviews promoting Ohio fair industry and youth development programs

Public Relations and Marketing / Communications Intern

- MPW Industrial Services – Hebron, Ohio**.....May 2013-August 2013
- ◆Photographed events
 - ◆Edited website content for various divisions
 - ◆Wrote copy for division / service fliers and monthly internal newsletter
- Krile Communications – Lancaster, Ohio**.....January 2013-April 2013
- ◆Developed media lists using Cision
 - ◆Planned event for client and distributed press releases to media outlets
- Hocking College – Nelsonville, Ohio**.....September 2012-December 2012
- ◆Wrote press releases and profile stories of alumni
 - ◆Wrote weekly internal newsletter articles and designed template in online content management system, Constant Contact
 - ◆Updated web content and prepared social media editorial calendar
 - ◆Wrote copy for educational program brochures
 - ◆Photographed campus events and prepared for online posting
- Alpha Gamma Delta International Fraternity – Indianapolis, Indiana**.....June-August 2012
- ◆Researched, wrote and designed articles for *Alpha Gamma Delta Quarterly* magazine, top rated in the fraternal industry
 - ◆Designed brochures, fliers and PowerPoint presentations
 - ◆Wrote content for seasonal newsletter distributed internationally to 400+ chapters and clubs
 - ◆Developed photo and magazine archiving system for the Fraternity
- American Red Cross, Communications Department – Columbus, Ohio**.....April-May 2011
- ◆Researched, interviewed and composed blood recipient stories
 - ◆Wrote press releases for upcoming blood donation events
 - ◆Created PowerPoint presentations for regional event and training programs
 - ◆Designed literature for advertising blood drives

ORGANIZATION INVOLVEMENT

Schey Sales Centre, Ohio University

Director of PR & Marketing

May 2012-May 2013

Public Relations Committee

September 2011-May 2012

- ◆Managed committee of five people that coordinated recruitment events each semester
- ◆Developed brochures to inform students about the student-run business
- ◆Created advertisements and sent to local news outlets
- ◆Created style guide for organization to maintain cohesive image and message
- ◆Actively participated in weekly meetings with the entire centre and the Communications Division

ImPReSSions, Ohio University – PRSSA Nationally Affiliated student-run firm

Account Executive, Student Senate

August 2012-April 2013

Account Associate, ROTC

September 2011-June 2012

- ◆Strategic planning for clients
- ◆Maintained social media accounts and wrote press releases

Public Relations Student Society of America, Ohio University

Dues-Paying Member

September 2012-May 2013

- ◆Attended networking and professional events with PRSA Central Ohio

Social Affairs Committee

September 2011-June 2012

- ◆Organized social affairs within PRSSA

Advertising Association, Ohio University

Secretary

April 2012-April 2013

National Student Advertising Competition Presentation Team

March-June 2012

- ◆Served as public relations / promotions team member for National Student Advertising Competition (NSAC)
- ◆Presentation team member selected to represent Ohio University at NSAC, practiced 3+ hours a week
- ◆Won NSAC regional competition and competed in national competition

Active Member

September 2011-April 2013

Student Senate, Ohio University

Public Relations Staff Member

September 2012-April 2013

Intern

September 2011-June 2012

- ◆Served on public relations committee
- ◆Serve three weekly office hours in student senate office, in addition to attending weekly student body meetings

COMMUNITY INVOLVEMENT

- ◆4-H Alum (10-year member) / Ohio 4-H Volunteer
- ◆Red Cross certified volunteer
- ◆Visit nursing home residents
- ◆County fair dog show / fair queen competition judge
- ◆Mid-Ohio Vintage Motorcycle Days volunteer
- ◆KTM Ride Orange demo. program volunteer
- ◆Puppy raiser for service dog in training for 4 Paws For Ability
- ◆Tackett Service Dogs volunteer