



HEATHER WILSON

Journalism & Communications Professional

PROFESSIONAL EXPERIENCE

Assistant Recreational Riding and Volunteer Manager American Motorcyclist Association – Pickerington, Ohio

October 2016-Present

- Update copy for program materials and forms to be cohesive
- Write emails promoting events, sent to more than 239,000 people over 6 months, 35-38 percent average open rate
- Develop relationships with hundreds of AMA event organizers and connect them with resources to enhance events
- Manage national dual sport/adventure ride series with 5,000 participants: promotion, sponsorship fulfillment, data analysis
- Administer LongRider program and develop AMA curriculum/presentations

Associate Editor / Communications

American Motorcyclist Association – Pickerington, Ohio

September 2014-October 2016

- Wrote original off-road racing and riding content for AMA magazine distributed to 160,000 members, input into content management system
- Developed bi-weekly, monthly e-newsletters sent to 44,000 subscribers
- Wrote press releases, posted updates on AMA website, wrote script for annual AMA Championship Banquet
- Interviewed race winners and edited video to post to AMA YouTube
- Co-managed select social media accounts with 850,000 total followers

Motorcycle Safety Instructor

Motorcycle Ohio – Columbus, Ohio

May 2015-Present

- Motorcycle Safety Foundation instructor for the state of Ohio
- Lead Instructor Trainer Expert, certify instructors in MORE curriculum

Communications Specialist

Motorcycle Industry Council – Irvine, Calif.

August 2013-August 2014

- Pitched news releases for ATV Safety Institute, Motorcycle Industry Council, Motorcycle Safety Foundation, Recreational Off-Highway Vehicle Association and Specialty Vehicle Institute of America
- Wrote scripts and assisted with coordinating video shoots
- On-air TV spokeswoman in Los Angeles for select events promoting safety and training for operators of motorcycles, ATVs and ROVs

Volunteer Public Relations / Marketing Consultant

Appalachian Championship Enduro Series – Southeastern Ohio area

February 2012-Present

- Photograph races, interview race winners and write race reports
- Create and distribute email communication for more than 400 riders
- Manage website and create content for 1,600 social media followers
- Secure nearly 20 sponsors and develop print and digital materials

Wheelsports, Inc. – Reynoldsburg, Ohio

January 2008-Present

- Create content for website, social media and email campaigns
- Develop print promotional and event materials

SKILLS PROFICIENCY

- Writing / Editing (AP style)
- Press Releases
- Media Relations
- Public Speaking
- Website Management
- Email Newsletters
- Event Planning
- Sponsorship Procurement/Fulfillment
- Social Media Management
- Video Interviews / Production
- Photography

SOFTWARE COMPETENCY

- Adobe Programs: Photoshop, InDesign, Illustrator, Premiere
- Email Marketing: Constant Contact, Real Magnet, MailChimp
- WordPress
- Google Analytics and AdWords
- Microsoft Office
- Cision

EDUCATION

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

- Bachelor of Science in Journalism: PR sequence with marketing/sociology emphasis
- Organizational Communications minor
- Professional Sales Certificate: Schey Sales Centre
- Leadership Certificate: Leadership Center at Ohio University

CONTACT INFORMATION

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ORGANIZATION INVOLVEMENT

Schey Sales Centre, Ohio University Coach and Candidate Program

August 2015-Present

- ♦Mentorship and career development program between students and alumni
- ♦During college served as Director of PR & Marketing, managed committee that coordinated recruitment events

Ohio 4-H Program, Fairfield County 4-H Advisor and Volunteer

January 2013-Present

- ♦4-H member for 10 years
- ♦Volunteer since 2013, advisor since 2016
- ♦Work with youth to help them learn responsibility, grow as leaders and give back to the community

COMMUNITY INVOLVEMENT

2015-Present

- ♦Foster service dogs in training or dog sit for current fosters for 4 Paws For Ability

2010-Present

- ♦County fair dog show judge
- ♦County fair queen judge

2008-Present

- ♦Visit nursing home residents with therapy dog and/or rabbit

2010-2013

- ♦American Red Cross blood services volunteer

EXPERTISE

- ♦Non-profit
- ♦Small business
- ♦Motorcycling (On- and off-road)
- ♦Off-road vehicles
- ♦Agriculture

PROFESSIONAL EXPERIENCE (CON'T)

Freelance Communications Consultant

Heather N Wilson

January 2017-Present

- ♦Outline goals, strategies and objectives for clients
- ♦Write press releases, create media lists and distribute news

Donor Recruitment Intern

American Red Cross, Central Ohio Blood Services Region

September 2012-May 2013

- ♦Recruited donors for blood drives on Ohio University - Athens campus by phone, email, social media and via presentations
- ♦Managed a team of 15 members of Campus Red Cross
- ♦Served as Public Relations Officer from Sept. 2011-Aug. 2012
- ♦Assisted with planning blood drives and supervised registration

Ohio Fairs' Queen

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 and T.V. interviews to promote Ohio fair industry and youth development programs

Public Relations and Marketing / Communications Intern

MPW Industrial Services – Hebron, Ohio

May 2013-August 2013

- ♦Edited website content for various divisions
- ♦Wrote copy for service fliers and monthly internal newsletter

Krile Communications – Lancaster, Ohio

January 2013-April 2013

- ♦Developed media lists, distributed press releases to media outlets

Hocking College – Nelsonville, Ohio

September 2012-December 2012

- ♦Wrote press releases, profile stories of alumni, weekly internal newsletter and copy for educational program brochures
- ♦Updated web content and prepared social media editorial calendar

Alpha Gamma Delta International Fraternity – Indianapolis, Ind.

June-August 2012

- ♦Wrote articles for *Alpha Gamma Delta Quarterly* magazine
- ♦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 for regional event and training programs
- ♦Designed literature for advertising blood drives