

Heather Joy Freels

phone. 757-749-2262
email. bluehairedheather@gmail.com
website. bluehairedheather.com

STATS

25 years

Photography & Videography

17 years

Web & Graphic Design

14 years

Marketing & Analytics

9 years

Project Management

EMPLOYMENT

Hometown Lenders/1FMC

Digital Marketing & Multimedia Development

2014-2022 | Huntsville, AL & Remote

MediaBerry Design Studios

Art & Creative Director

2010-2019 | Huntsville, AL & Remote

The Apothecary Shoppe

Social Media Marketing Specialist

2018-2019 | Las Vegas, NV

Operation Blessing

Graphic Design & Web Development

2008-2010 | Virginia Beach, VA

EDUCATION

Regent University School of Communications & the Arts

Double Major in Filmmaking & Animation

ECPI College of Technology

Suma Cum Laude Information Technology & Web Design

SKILLS & EXPERIENCE

- Manage creative teams from concept through completion of projects on deadline with strong leadership.
- Effectively conceptualize, create, and implement designs for print media, online social marketing sites, blogs, and email campaigns.
- Produce content and codes for responsive webpages and microsites in a fast-paced atmosphere.
- Infuse individual user experience with CRM and CMS technology.
- Work with domestic and international creative directors, video and sound producers, programmers, developers, system engineers and product managers to develop content and applications.
- Express brand identity through engaging storytelling.
- Cohesively develop and promote branding pieces including logos and style guides.
- Create templates and wireframes for team use.
- Organize and analyze sites for search engine optimization.
- Oversee quality control process.
- Operate within the guidelines of standard government practices, protocols, and compliances.
- Successfully plan, promote, and execute brand specific events.
- Acquire new and maintain existing client relationships.

SOFTWARE & PROGRAMS

Adobe Master Suite

Photoshop	Premiere Pro
Illustrator	Dreamweaver
InDesign	Animate
AfterEffects	

MS Office

Word	PowerPoint
Excel	Publisher
Outlook	

Web Development Tools

HTML	XML	CSS
ASP	PHP	Java
Visual Basic	Action Script	
WordPress	SharePoint	
Mail Chimp	Google Analytics	

REFERENCES

Conrad Thompson

1FMC

Guy Bertuzzi

NV CannLabs

Staci Dennis

BlackChip Solutions

Dave Silva

Ad Free Shows