

Heather McLean Wiederhoeft

13526 Scenic Glade Drive • Houston, TX 77059 • 281.455.3126 • heather@hmwcommunications.com

Experienced Writer and Marketing Communications Professional

Highly skilled professional with more than 20 years of communications experience. Proficient writer, editor and researcher. Motivated to develop feature articles, newsletters, Web content, marketing communications vehicles and specialized publications that meet the client's requirements and inspire the intended audience.

Adept at working independently. Respect all deadlines and very responsive to client questions and requests. Always looking to take on a project that requires me to stretch my skills and learn about a new area.

Experience

HMW Communications, Houston, Texas

March 2003-present

Owner & Writer/Editor

Responsibilities include:

- ◆ Writing feature articles, newsletters, Web content and marketing communications materials. Clients have included Texas Children's Hospital, Harris County Precinct Two, University of Houston College of Optometry, University of Houston-Clear Lake, Continental Airlines, DePelchin Children's Center, Rice University, La Porte Education Foundation and the International Facility Management Association. Publication clients have included *Texas Catholic Herald*, Texas Children's Hospital's *Shine* magazine and *Life Is Good* magazine.

Aircraft Belts, Kemah, Texas

April 2001-March 2003

Director of Marketing & Sales

- ◆ Developed marketing plans for the company and specific products as well as a new branding approach;
- ◆ Wrote news releases, feature articles, Web content, marketing communication copy (ads, brochures, fliers, postcards, mass mailings to customers), presentations and new business proposals;
- ◆ Created and tabulated marketing research surveys;
- ◆ Identified potential customer bases and created plans for sales team to approach these audiences;
- ◆ Oversaw design and content of Web site as well as search engine positioning;
- ◆ Managed tradeshows, which included show selection, staff, promotions, sponsorships and booth design; and
- ◆ Served as a member of the executive management team.

Design at Work Creative Services, Houston, Texas

November 1999-March 2001

Senior Account Manager, Public Relations

- ◆ Oversaw the public relations area for the agency. This included proposal writing and pitching public relations and marketing communications accounts, developing programs, managing retained clients, assigning work for clients, preparing status reports and handling day-to-day interaction with retained clients;
- ◆ Wrote news releases, feature articles, PSAs, brochure copy, financial statements and Web content; and
- ◆ Worked with the operations manager to develop proposals for non-retained work.

Reliant Energy, Houston, Texas

October 1997-November 1999

Project Manager, Internal Corporate Communications

- ◆ Acted as primary writer and editor for all internal corporate communications which included developing articles for newsletters, brochures, Internet/intranet copy, executive letters, broadcast e-mails and scripts; and
- ◆ Served as editor of bimonthly employee publication and weekly e-mail blast. This includes soliciting articles from business units, writing articles, editing, working with designers and coordinating distribution.

International Facility Management Association, Houston, Texas

October 1989-October 1997

Communications Manager

(Began tenure as Public Relations and Marketing Specialist; promoted to Public Relations & Marketing Manager in May 1992; promoted to Communications Manager in January 1993)

- ◆ Served as editor/publisher of Association's bimonthly trade publication. This included developing an editorial calendar, working with authors, editing articles, soliciting ads, working with designers and photographers, and creating annual budget;
- ◆ Wrote feature articles, speeches, scripts, brochures, ads, Web content and news releases;
- ◆ Worked with media throughout North America;
- ◆ Managed the activities of three team members;
- ◆ Prepared and managed annual budgets;
- ◆ Oversaw content and publication of two newsletters and served as editor of third newsletter;
- ◆ Served as stage manager for Association's annual conference;
- ◆ Created marketing and public relations plans for educational programs and special events; and
- ◆ Worked directly with board of directors on special projects.

Read-Poland Associates, Houston, Texas

August 1988-September 1989

Public Relations Account Executive

Wrote news releases, business plans, brochures, speeches and public service announcements; planned and coordinated special events; and edited newsletters.

Education

University of Texas at Austin

August 1984-May 1988

Earned a Bachelor of Journalism Degree, public relations sequence, with a minor in English.

Awards & Activities

Have received 10 awards for writing, editing and communications projects. Awarding organizations/ competitions include Public Relations Society of America, Houston Chapter Excalibur for Excellence, Press Club of Houston Excellence in Journalism Competition, Society of National Association Publications, International Association of Business Communicators Houston Chapter Bronze Quill Competition, *Association Trends* Publication Contest and Texas Public Relations Association.

Board of Directors, Bay Area Youth Singers

Co-Chair, St. Thomas High School Mentor Moms Program

Member, St. Mary Catholic School Board