

HEATHER MCCULLAR

DESIGNER MARKETING DIGITAL



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HEATHERMCCULLAR.COM

WHO I AM

Optimistic and Resilient | I am not afraid to dig in and figure out how to work around problems. I embrace challenges and try to inspire new ways of thinking.

Low on Ego | I will wear all the hats that need wearing, it's a mentality that makes the team successful.

Curiosity | I love to stay current with social trends and best practices to incorporate insights into my work.

Passion | I love clean and functional design, and socially-driven content creation.

Independent | I manage and prioritize within timelines for project milestones and see projects through.

Team Focused | I am a team player, and know how to lead the charge with all digital initiatives.



MARKETING MANAGER
AZELIS A+ES
JUNE 2024 - PRESENT

- Led graphic design and brand management to ensure visual consistency across marketing channels.
- Designed marketing materials, including brochures, ads, and promotional items.
- Developed and maintained brand guidelines for print and digital platforms.
- Created content for websites, blogs, whitepapers, and eBooks to enhance brand storytelling.
- Assisted other marketing managers on design projects, providing creative support and expertise.
- Managed vendor and agency collaborations to produce high-quality, on-brand assets.
- Executed strategies to drive brand awareness, customer acquisition, and lead generation.
- Oversaw trade show branding, including booth design and logistics.
- Managed website updates, blog content, and social media to maintain a strong brand presence.

MARKETING MANAGER
SMC GLOBAL
AUG 2023 - JUNE 2024

- Designed and produced all print/digital materials, including ads, graphics, brochures, presentations, and videos.
- Lead website redesign, enhancing user experience and aligning with updated brand standards.
- Drive brand innovation and create new brand guidelines.
- Manage meetings, workshops, trade events, and ensure brand consistency.
- Develop and implement communication strategies and procedures.
- Oversee SEO optimization, performance reporting, and maintain website-specific graphics.
- Provide excellent customer service and foster key partnerships.

**SENIOR MARKETING DESIGNER
& SOCIAL MEDIA MANAGER**
S.R.SMITH, LLC
MAY 2015 - MAY 2023

- Design and produce print/digital materials: ads, graphics, brochures, presentations, and videos.
- Manage social media channels, content scheduling, and branding globally.
- Create packaging direction and instruction manuals for vendors.
- Collaborate with marketing leadership to ensure seamless communication and coordination.
- Lead brand innovation, including print, product launches, and digital campaigns.
- Plan and execute events, trade shows, and product launches, ensuring all marketing materials/logistics.
- Ensure brand consistency and accuracy across all platforms.
- Assist the Director of Digital Marketing with website graphics and branding.
- Develop, refine, and enforce brand guidelines.
- Adhere to workflow processes, ensuring timely and accurate project completion.
- Provide top-tier customer service and foster key partnerships.



- Advanced proficiency in Adobe Creative Cloud Programs (Photoshop, InDesign, Illustrator, Premiere).
- Proficient with Microsoft Office Suite (Excel, PowerPoint, Word).
- Skilled in various email and social media platforms, as well as website content management systems.
- Experienced in creating and managing social media content.
- Strong expertise in typography, layout, color, and design principles.
- Expert in managing external projects and vendor relationships while adhering to budgets.
- Collaborative and team-oriented with strong interpersonal skills.
- Extensive experience in photo shoots, including photography, location scouting, and talent coordination.
- Skilled in photography, photo editing, and video creation/editing with Adobe Premiere.
- Self-motivated, thriving in fast-paced environments, and committed to continuous improvement.



BACHELOR OF SCIENCE DEGREE - ART/GRAPHIC DESIGN

Western Oregon University