



HEATHER GREY

ABOUT ME...

I thrive in the unknown wilderness known as “no-man’s land” between design and business. I have 17 years of first-hand experience designing, building + managing my own creative small business, and helping solopreneurs from across the globe develop their small businesses. My multi-disciplinary knowledge strengthens my innate ability to connect the dots others might not see across many channels, and that is my greatest superpower.

ABILITIES...

- Creative Direction + Brand Strategy
- Web Design + SEO
- Small Business Strategy
- Branding + Graphic Design
- Residential Interior Design
- Team Management
- Vision Boards + 2D Layout
- Project Management
- Asana + Monday
- Wire-framing
- Adobe CC: Ai, Id, Lr, Ps, Xd
- Elementor + WordPress
- Morpholio Board + Trace
- Google Workspace
- Mac Platform

EXPERIENCE...

DESIGNER + STRATEGIST

Wild Grey Ltd.
2021 TO PRESENT

INTERIOR DESIGN + PROJECT MANAGEMENT // Implements residential interior design and remodeling services including full-service, refreshes, and e-design. Coordinates and manages all projects from start to finish including communication with vendors and contractors to meet deadlines. Digitally creates 2D layout design and vision board creation for interior renovations using Morpholio Board and Trace.

SMALL BUSINESS STRATEGY // Leads clients in streamlining their internal and external processes through creative planning and detailed organizational practices by introducing them to tools to unify their efforts.

CREATIVE DIRECTION // Supports small business owners and personal brands build recognizable brands for their small businesses by creating a consistent brand identity, organizing content, creating marketing material templates.

WEB DESIGN + DEVELOPMENT // Designs, builds, and develops websites for small business owners and personal brands using WordPress + Elementor. Basic SEO and Google Search Console implementation.

INTERIOR DESIGNER

Peace & Pine Designs
2021 TO 2023

INTERIOR DESIGN // Attended in-person client consultations resulting in prioritizing client’s needs, taking space measurements, and discussing next steps. Digitally created and delivered 2D designs and vision boards to clients with DesignFiles. Reviewed details, collected samples, and presented to clients.

PROJECT MANAGEMENT // Recorded client purchases, contractor and subcontractor scheduling, deliveries, as well as invoices and installations with Monday. Monitored and communicated with contractors, scheduled deliveries, and installation dates to ensure project deadlines were met.

DESIGN + MARKETING

Vaughan + Co.
2021

INTERIOR DESIGN // Attended preliminary design meetings analyzing design objectives, curated design briefs, and took room measurements for residential client projects. Executed the creation of design concepts, vision boards, and 2D plans utilizing SketchUp Layout. Met with clients throughout their projects to discuss furniture and fixture selections, as well as subcontractor details. Collected samples from subcontractors and vendors, and ordered furnishings for interior projects. Maintained a working knowledge of space planning, floor finish plans and elevations utilizing SketchUp + Photoshop.

PROJECT MANAGEMENT // Assisted in scheduling subcontractors, furnishing deliveries, selection installations, and post-installation follow-ups. Organized design libraries of resources and all files with DropBox and BuilderTrend project management software. Monitored receipt of on-site and in-house deliveries. Performed market research for client projects.

MARKETING DESIGN // Updated brand identity. Curated and implemented the new website design, and SEO, and updated all marketing materials to flow with the new brand identity. Designed company vehicle wraps. Hand-selected project materials and communicated selections with vendors.

MARKETING PROJECT MANAGER

Velic

2019 TO 2020

PROJECT MANAGEMENT // Coordinated projects between the local, Efficiency Smart, marketing team and the corporate, VEIC, shared services team, consisting of design, digital, web, and

consumer insights via JIRA. Researched vendors for a whiteboard animation video, acquired quotes, and handled projects with external vendors via Basecamp.

DESIGN // Consulted and curated on a complete brand refresh for Efficiency Smart to all brand guidelines including color scheme, fonts, and logo while working remotely with the corporate VEIC Creative Director, local EF marketing team, and AMP corporate teams. Refreshed all production design collateral supporting community-specific campaigns based on the newly set brand guidelines.

ADVERTISING // Managed existing marketing content for digital newsletters. Coordinated print media buys with local media outlets for various communities in Ohio and Delaware.

WEBSITE // Created graphics, mockups, and made updates to the Efficiency Smart website for the re-design after the brand update.

SR. E-COMMERCE MARKETING + DEVELOPMENT

Rudis

2018

PROJECT MANAGEMENT // Partnered with E-Commerce team utilizing a hands-on team management style to achieve daily, weekly, and monthly goals. Team representative at weekly meetings to discuss project goals

and milestones. Contributed to concept development, strategic planning, and business operations. Worked with external suppliers to outline improvement strategies to increase overall online efficiency with WIFI and hardwired devices.

MARKETING + SEO // Responsible for the creation and implementation of marketing strategies to achieve the most effective ROIs for all revenue streams. Implemented Google Ad campaigns and SEO strategies that increased Google Ranking from #19 to #12 in first 30 days, and increased again from #12 to #7 in the next 30 days. Devised email strategies and drip marketing campaigns.

SOCIAL MEDIA STRATEGY // Developed and implemented aggressive social media strategies to increase visibility and traffic across Facebook, Instagram, Twitter, and YouTube resulting in a combined increase of 17.4k followers in 60 days.

WEBSITE DEVELOPMENT // Created, implemented and monitored website for continuous improvement in a fast-paced environment. Directed and communicated appropriate change management processes to the web development team impacting the project scope and overall performance success on desktop and mobile devices.

SOCIAL MEDIA STRATEGIST

Ocle

2019

SOCIAL MEDIA STRATEGY // Maximized and optimized social strategies with an aggressive posting schedule, and powerhouse hashtags to meet KPIs demarcated for Facebook, Instagram, LinkedIn,

Twitter, and YouTube. Continuously monitored each social account's daily performance, influencers, and industry trends, and made adjustments to meet corporate KPIs. Documented quarterly analytics including reach, impressions, and engagement metrics and provided corporate marketing's fiscal year goals. Sourced, curated, and scheduled 3rd Party Content for Facebook, LinkedIn, and Twitter.

PAID AD STRATEGY // Developed paid ad strategies for short- and long-term campaigns on Facebook, LinkedIn, and Twitter. Reported on social media ROIs in weekly team meetings with the corporate marketing team.

EMAIL STRATEGY // Strategized remotely with the EMEA (European) Digital Marketing Manager and Ohio-based corporate marketing team on social campaigns for email growth staying within GDPR guidelines.

SEO // Added SEO on blog posts on WordPress platform via extensive keyword research, and implementation.

PROCESS DOCUMENTATION // Built 3rd Party Content process documentation, and social media reporting documentation outlining best practices for use by the corporate marketing team.

CREATIVE DIRECTOR + STRATEGY

*Heather Mackan Design
Co.*

2008 TO 2018

DIRECTOR OF OPS // Directed all account, project, and client communications from initial onboarding to project invalidation via Basecamp and Trello. Collaborated with, sourced, hired, and led a remote team of

developers, wordsmiths, and photographers in order to execute branding, marketing, social media, and web design project completion for small businesses and personal brands from around the world.

CREATIVE // Formulated all creative direction and brand identities for various small businesses and personal brands. Produced logos, marketing materials for print, web, and social media based upon individual clients' target markets. Presented mockups and concepts to clients via Google Hangouts.

WEBSITE DESIGN + DEVELOPMENT // Designed and built mobile responsive websites utilizing tools such as WordPress, the Genesis Framework, Namecheap, and Flywheel.

SOCIAL MEDIA STRATEGY // Managed multiple client social media accounts. Created social media post templates. Completed hashtag research, and content creation to increase account reach and growth.