

HEATHER KERN, MBA

Digital Marketing // Creative Direction // Branding + Design

CONTACT

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EDUCATION

MONTCLAIR UNIVERSITY
MBA, Digital Marketing
Summa Cum Laude, 2023

INDIANA UNIVERSITY
BA, English Literature

CAREER HIGHLIGHTS

Drove 112% increase in Student Enrollment:
Implemented innovative marketing tactics leading to substantial growth.

Achieved 305% growth in web traffic: Implemented SEO strategies and compelling content creation.

Boosted event attendance by 57%: Spearheaded effective marketing and engagement

EXPERTISE

- DIGITAL MARKETING
- CREATIVE DIRECTION
- BRANDING + DESIGN

PROFESSIONAL SUMMARY

Craft and implement strategic plans, manage budgets and cultivate stakeholder relationships. Demonstrate success in spearheading impactful marketing campaigns that drive lead generation and revenue growth. With a sharp focus on market trends and consumer behavior, I harness innovative strategies and the latest technologies to attain ambitious business goals. Committed to fostering collaboration and motivating teams to achieve outstanding outcomes.

EXPERIENCE

CALI SCHOOL OF MUSIC, MONTCLAIR UNIVERSITY- Montclair, NJ
Marketing + Outreach Manager, August 2019 – Present

Lead innovative marketing initiatives that increase student enrollment, improve digital engagement, and enhance audience experience.

- Achieved unprecedented growth in digital presence with a **305% increase in web traffic** and a **252% increase in social media followers on Instagram and 121% on TikTok**, leveraging data-driven strategies to enhance brand visibility and engagement.
- Assumed strategic leadership in marketing and communications efforts for designated facilities, overseeing the development of collateral materials, advertisements, and brand communications to maintain a cohesive and impactful brand image.
- Led creative marketing campaigns using social media and targeted ads, resulting in a **112% increase in student enrollment**. Developed strategic outreach plans and tailored messaging to engage prospective students and boost enrollment.
- Maintained exceptional audience engagement metrics, sustaining a **47% newsletter open rate** and driving a **17% click-through rate** through compelling content and strategic segmentation.
- Pioneered the implementation of data-driven marketing strategies, consistently exceeding targets and maximizing ROI through rigorous testing and optimization of marketing channels.
- Directed a high-performing team to success, orchestrating dynamic marketing efforts that led to a **57% boost in event attendance** and a **36% expansion in email subscribers**.
- Provided valuable insights through detailed data analysis, offering weekly reports to support informed decision-making and guide strategic initiatives.
- Guest Artists included **Wynton Marsalis, The Kronos Quartet, Simone Dinnerstein, Arturo Sandoval, Christian McBride**, Eric Whitacre, Rhiannon Giddens, and many more.

KEY SKILLS

JOB SPECIFIC

- ✓ Digital Marketing
- ✓ Strategic Planning
- ✓ Allocation
- ✓ Market Research
- ✓ Content Creation

INTERPERSONAL

- ✓ Mentorship
- ✓ Leadership
- ✓ Collaboration
- ✓ Innovation
- ✓ Stakeholder Management

ADMINISTRATIVE

- ✓ Budget Management
- ✓ Resource Allocation
- ✓ Project Management
- ✓ Data Analysis
- ✓ Workflow Optimization

TRAINING

GOOGLE
Google Ads Certification
Issued Jan 2023

GOOGLE
Google Video Certification
Issued Jan 2023

HUBSPOT ACADEMY
Email Marketing Certification
Issued Feb 2023

EXPERIENCE CONTINUED

POPSHOP STUDIO – Greater New York Area, NY/NJ
Founder + Creative Director, August 2003 – August 2019

Led a dynamic creative agency specializing in communication design and marketing, featuring strategic branding initiatives, and creating cohesive visual identities for clients across diverse industries.

- Crafted compelling brand assets including logos, brand guidelines, and marketing collateral, effectively resonating with target audiences and reinforcing brand identity.
- Successfully executed rebranding campaigns, revitalizing outdated brands and expanding market share through strategic brand transformations.
- Managed client relationships by consistently delivering exceptional service, exceeding expectations, and cultivating long-term partnerships based on trust and collaboration.
- Optimized website layouts and designs to enhance user experiences (UX), ensuring seamless navigation and intuitive interactions for visitors.
- Implemented data-driven strategies, analyzing campaign metrics to measure effectiveness and making data-informed decisions to maximize impact and ROI.
- Produced visually stunning graphic design work for both print and digital mediums, showcasing creativity and attention to detail in every project.
- Led a dynamic team of creatives, fostering collaboration and innovation to consistently deliver high-quality branding, web design, and graphic design solutions that meet and exceed client objectives.

CLIENTS: Central Park Conservancy // BMI Music // The Huffington Post // Ethical Culture Society of New York City // Newark Museum // Montclair State University // Accademia Dell'Arte Italy // SOMAS The Adult School // The Liberty Science Center // SOPAC Performing Arts Center // Jazz House Kids

PORTFOLIO: heatherkern.com