

HEATHER BATTISON, MA

Overland Park, KS heatherchi23@gmail.com 773-551-2988

SKILLS & CORE COMPETENCIES

Brand & Direct Response Media
Branding & Campaign Analysis
Public Relations & Media Relations
Product & Consumer Research
External Agency Management

Growth Strategy & Revenue Generation
Brand Strategy Development
Multivariate Testing
Customer Acquisition & Retention
Product Innovation & UX

PROFESSIONAL EXPERIENCE

Authentic Brand, Remote

2022 - Present

AUTHENTIC FRACTIONAL CMO™

Authentic Brand is a community of Fractional CMOs who help growing businesses Overcome Random Acts of Marketing™ and confidently take the next right step to build revenue.

Credit Sesame, Remote

2020 - 2021

INTEGRATED MARKETING VICE PRESIDENT

- Owned the overall planning and execution of the integrated marketing strategy and roadmap utilizing data-informed, customer insight-based campaigns driving the Company's growth projections.
- Financial responsibility for the marketing and brand functions including managing the \$60+ million marketing budget across paid advertising, influencer marketing, partnerships, PR, earned/owned, agency fees, etc., with a goal to increase app downloads while maximizing effectiveness.
- Led the brand transformation including creative & messaging platforms while shaping the future brand vision by making customer research actionable through ongoing testing and performance analytics.
- Oversaw public relations, social media, brand management and creative/design execution and A/B testing increasing Site conversion rate by 25% YoY.
- Hired, managed and developed marketing team from 2 to 12 across brand, creative and media functions coaching members to be accountable with specific goals and measurable KPI's.

Edelman Financial Engines, Overland Park, KS

2018 - 2020

CONSUMER MARKETING DIRECTOR

- Planned and executed all digital marketing including paid, organic, TV, analytics and optimization efforts.
- Created seasonal/quarterly strategies to grow brand awareness, increase engagement, drive traffic and increase leads.
- Guided creative optimization through data evaluation and testing to foster lead growth and provide a better CX which led to a 60% increase in Site CVR YoY.
- Through a combination of paid and organic content, reduced CPL by more than 100% YoY while increasing the Appointment Set Rate of those leads by 65%.

Virgin Mobile USA, Kansas City, MO (Company dissolved per Sprint & T-Mobile Merger)

2017 – 2018

BRAND & MEDIA STRATEGY EXECUTIVE

- Created the overall brand strategy and execution, the creative vision and positioning of the Virgin Mobile brand.
- Drove the evolution of the brand and implementation of the strategy, creative, special promotions and advertising.
- Developed advertising and creative strategy for the brand rooted in consumer insights, competitive landscape and market opportunities.

TransUnion, Chicago, IL & Remote (Multiple Roles w/increasing levels of leadership)

2008 – 2017

VP, GLOBAL CONSUMER MARKETING, Remote

- Oversaw PR and media relations, internal and agency management and acted as media spokesperson for the consumer audience outreach.
- Effectively translated business goals and objectives into engagement strategies, contributed to an increase of total revenue growth by 12% YOY for the Consumer Interactive business unit.
- Collaborated closely with e-commerce product development teams and analytics team while overseeing consumer research to lead product launches from start to finish.
- Utilized innovation, marketing communication channels knowledge and hands-on expertise to partner with cross-functional teams to execute integrated marketing brand strategy.

VICE PRESIDENT, INTERNATIONAL MARKETING & BUSINESS, Overland Park, KS (2013 – 2016)

- Directed overall operation, e-commerce product development, indirect business sales and marketing for consumer international business located in Hong Kong, India and South Africa.
- Established and measured goals for sales, profit, new business acquisition, product user experience and innovation, and performance metrics.
- Oversaw marketing, financials and business development; grew international consumer operations 40%+ in one year.
- Delivered creativity to projects and oversaw full marketing strategy including both brand marketing and performance-based marketing, and hired and trained local teams.
- Served as media spokesperson and executive lead for all agency management initiatives.

SENIOR DIRECTOR, MARKETING, Chicago, IL (2011 – 2013)

- Guided strategy development to shape and drive integrated marketing programs and consumer product experience.
- Led the entire consumer marketing outreach and grew business by 16% YOY.
- Oversaw new e-commerce app product launch which included various forms of consumer research, usability testing, television campaign development, audience segmented advertising campaigns; new product generated more than \$12M in its first year.
- Oversaw ROI impact, and implemented marketing campaigns from conception through development and execution.
- Served as media spokesperson and executive lead for all agency management initiatives.

DIRECTOR, MARKETING, Chicago, IL (2008 – 2011)

- Headed development and execution of branding strategy and corporate image, and managed advertising development.
- Oversaw consumer products leveraging key marketing communication vehicles to achieve goals.
- Spearheaded day-to-day communication for all agency partners, maintaining focus on brand experience, ongoing optimization and consumer research.

Hub International Insurance Brokerage, Chicago, IL

2005 – 2008

COMMUNICATIONS DIRECTOR (B2B)

- Served as Corporate Communications Director for one of the largest insurance brokers in North America.
- Developed and implemented PR programs, sales collateral, direct mail programs, advertising, M&A communications and media relations.
- Directed both internal and external communication strategy for continual M&A activity.
- Executed various projects including corporate website content and design, online sales enablement tools, and oversaw the national personal insurance marketing activities.

3 Vodka Distilling, Chicago, IL

2003 – 2005

MARKETING MANAGER (CPG)

- Headed media relations activities including press releases, media spokesperson and celebrity endorsements.
- Accountable for trade show and professional events, sales support programs, and event sponsorship involvement.

PRIOR EXPERIENCE

AGENCY ACCOUNT EXECUTIVE | Golin Marketing Agency, Chicago, IL

2000 – 2003

AGENCY ACCOUNT EXECUTIVE | Fleishman-Hillard Public Relations, St. Louis, MO & Chicago, IL

1999 – 2000

EDUCATION

MA, Integrated Marketing Communications – Roosevelt University
BA, Communications – University of Missouri-Columbia

Chicago, IL
Columbia, MO