



Elevating Brands Through
Digital Influence & Media Strategy

Heather
Wing

In the early days of her career, **Heather Wing** had the unique opportunity to learn from the original pioneers in digital marketing under the leadership of **Barry Diller (Founder & Chairman of IAC)** and **Dara Khosrowshahi (current CEO of Uber)**. Working directly under them on the Operations and Strategic Planning Team at **USA Networks**, she gained invaluable experience in strategic media planning, digital transformation, and high-level brand positioning—a foundation that has shaped her into the industry leader she is today.

With over 15 years of experience in public relations, media strategy, and branding, **Heather Wing** is a highly sought-after PR strategist known for crafting compelling narratives and executing high-impact, media-driven campaigns. She has secured media placements in **Forbes, Rolling Stone, Billboard, Fox News, The Washington Post, The Wall Street Journal, The New York Post, LA Times, The New York Times, PR Week**, and more.

As the Founder of **West Levy PR** (later merged to **West Wing Agency** with her husband, **Brenden Wing**), Heather has led branding, publicity, and digital strategies for high-profile clients, legal advocacy groups, and **Fortune 500** brands, delivering results-driven campaigns that elevated brand visibility by over 30%.

Her expertise in media relations, crisis management, and influencer partnerships has positioned her as a go-to PR consultant for legal advocacy. She has worked directly with **The Innocence Project Foundation**, leading media outreach for wrongful conviction cases and shaping public perception on justice reform. Additionally, she was instrumental in the creation and launch of **Jason Flom's Wrongful Conviction Podcast**, which has been streamed millions of times and continues to influence the national conversation on criminal justice reform.

Heather has also spearheaded national marketing initiatives, including **Nevada DMV's** Real ID campaign, achieving a 31% increase in brand visibility as recently as 2023 - 2024 for DHS.

Recognized as a **Top Woman in PR** and the **#1 PR Power Woman** on Twitter, Heather's work reflects a deep understanding of audience behavior, emerging digital trends, and the power of authentic storytelling. Her strategic, data-driven approach to brand-building continues to drive high-impact PR campaigns that shape industries, influence change, and create lasting impact.



20 Power PR Women to Follow on Twitter

“The founder of **West Levy PR** (and a PR maven with serious Klout), New Yorker **Heather West** knows the fashion and entertainment PR world as well as she does the non-profit sphere.”

Top Women In Public Relations You Should Know About

Everything
PR News.

“Providing everything from marketing consulting, copywriting and copy editing, and social networking prowess, **Heather West** continues her reign proving her worth as an industry leader.”

RANA CAMPBELL
Branding & marketing tools for creatives & lifestyle entrepreneurs

If You Want to be Branding Rockstar, Social Media is Key

“Publicist **Heather West** shares her social media secrets for success – and how social engagement can make or break your branding efforts.”

Entertainment and PR: Creative Artists Agency

“Launched in 2010, **West Levy PR** has evolved into a global brand with clients in Europe, Africa, Russia, and Australia.”

CAA
CreativeArtistsAgency

Sample Press Releases

JASON FLOM

JASON FLOM SET TO CHAIR THE INNOCENCE PROJECT'S 10TH ANNUAL GALA

Founded in 1992 by Barry C. Scheck and Peter J. Neufeld at the Benjamin N. Cardozo School of Law, the Innocence Project is a national litigation and public policy organization dedicated to exonerating the wrongly convicted and reforming the system to prevent future injustice. It has helped to exonerate 178 people through DNA testing.

"I am deeply committed to the work of the Innocence Project and I'm honored and humbled to chair this great event. Meeting and getting to know many of these remarkable men and women, the exonerees, has profoundly impacted my life, making me want to do everything in my power to prevent and correct these horrible injustices," says Flom.

Flom has been a leading advocate for the Innocence Project and criminal justice reform over the past 25 years. Barry Scheck, co-founder of the Innocence Project, attests, "Jason has been a champion for the exonerated since our earliest days. He understood immediately the tremendous power of these stories of injustice and has been an indispensable force in nurturing and growing the Innocence Project."

Jason Flom serves on the Board of Directors of the Drug Policy Alliance, Families Against Mandatory Minimums, the Legal Action Center and the NYU Prison Education Program. He is a pioneer in the bail reform movement, having initiated the first bail fund of its kind with the Bronx Defenders, which is changing the way bail works in New York by providing bail assistance to people charged with low-level offenses who cannot afford to pay for their freedom.

On April 15th, Flom gave one of the keynote speeches at the Tom Tom Founders Festival in Charlottesville, Virginia, addressing mass incarceration in the United States and his personal experiences with entrepreneurship, music and synchronicity. On April 17th, he moderated a discussion with the esteemed lawyers from Netflix's *Making A Murderer*, Dean Strang and Jerry Buting, at the Beacon Theatre in New York City. Jason Flom recently lectured at Yale Law School on capital punishment and innocence with Kirk Bloodworth, the first person to have served time on death row to have been exonerated by DNA evidence. In addition to these recent speaking engagements, Jason Flom had an open letter addressing clemency issues published in the *Hollywood Reporter*, which can be viewed [here](#).

On April 29th, Flom's second episode on Adam Carolla and criminal defense attorney Mark Geragos's podcast "Reasonable Doubt" will be available for download and streaming on iTunes. This June, Flom will be a speaker at the Midem Music Conference in Cannes.

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THE BUSINESS JOURNALS

PRESS RELEASES > PR NEWSWIRE

26 Year Old Bryan Alzate Opens Drug Rehab in South Florida

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Mar 21, 2017, 3:27pm EDT

NEW YORK, March 21, 2017 /PRNewswire-iReach/ -- **FOR IMMEDIATE RELEASE --** United Recovery Project, announces the launch of their new prestigious and comprehensive rehabilitation center in Hollywood, Florida. Established in 2016 CEO and Co-Founder, Bryan Alzate, United Recovery Project seeks to establish their facility as one of the premier treatment centers in the United States. Mr. Alzate, who has been an active member of the recovery community being substance abuse free for nearly a decade himself, brings a unique vision to the center's mission. "I was tired of seeing treatment centers neglect and abuse their clients for profit. I wanted to help people and create a movement in the industry that made the still suffering addict and their families the only priority," states CEO and Co-Founder, Bryan Alzate.



Feature Editorial Placements Secured

Page Six

billboard

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MAGAZINE

**Pacific
Standard**
STORIES THAT MATTER

The **VINDICATED**
Being Right Isn't Always Easy

Mashable

axs

Driving Digital Growth: Proven Strategies & Results

SEO & Organic Traffic Growth

- Increased **organic traffic by 300% in six months** through strategic content marketing & technical SEO.
- Achieved **first-page rankings for 10+ high-intent keywords**, driving consistent inbound leads.
- Improved **website bounce rate by 22%** through enhanced UX & mobile-first optimization.

Google Ads Campaign Restructure

- Shifted from **broad match bidding** to **SKAGs (Single Keyword Ad Groups)**, improving CTR by **38%**.
- Optimized landing pages with **dynamic keyword insertion (DKI)**, increasing conversion rates by **27%**.

Social Media & Audience Engagement

- Boosted **Instagram engagement by 315%** using a mix of UGC, influencer marketing, and strategic ad placements.
- Scaled **LinkedIn thought-leadership content**, increasing **inbound B2B leads by 65%**.
- Developed Twitter/X engagement campaigns, leading to **5M+ impressions and a 2,000% increase in profile visits**.
- **SEO-Optimized Video Content** – Developed **long-form educational content**, improving organic video reach by **250%**.
- **YouTube Ads** – Managed **TrueView in-stream & discovery campaigns**, increasing **lead capture by 40%**.
- **Monetization & Growth** – Helped brands optimize YouTube strategies, driving sustained audience retention.

Marketing Success Metrics & Impact

Paid Media & Conversion Optimization

- Managed **Google & Meta Ads**, achieving a **4.5X ROAS** on lead generation campaigns.
- Lowered CPL (cost per lead) by 35% through data-driven audience segmentation & bidding strategies.
- Used **dynamic landing page optimization** to increase conversion rates by **27%**.
- **Budget & bidding strategy optimization**.
- Implemented **target ROAS and maximize conversions bidding**—lowering CPL by **35%** while increasing **lead volume**.
- Used **geo-targeting & audience segmentation** to focus on high-intent demographics, resulting in a **42% conversion boost**.

Strategic Brand Growth & High-Impact Campaigns

Email Marketing & Nurture Sequences

- Designed **automated email workflows** that improved open rates by **50%** and increased lead-to-sale conversion by **42%**.
- Launched A/B-tested email campaigns that **boosted engagement & CTR by 28%**.
- Integrated **SMS marketing with email retargeting**, increasing policy enrollments by **20%**.

Press & Media Reach

- Secured **high-profile media placements, TV and podcast interviews**, generating **millions of impressions**, increasing brand credibility.
- Developed PR-driven campaigns that **led to 40% higher conversion rates** for targeted offers.
- Led digital authority-building strategies, aligning with SEO & content marketing for long-term audience growth.



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