Heather Mueller

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lynnsheart

Brand statement:

Professional marketer with a passion for engaging with people who has more than a decade of full time experience in supporting business needs of a Fortune 50 financial services organization while also working part-time in the service industry seeks leadership role for small to medium sized businesses in the market to cultivate new business opportunities through engaging experiential marketing activations. Prior experience gained through a combination of education, service and professional opportunities is full funnel from awareness to purchase, advocacy and a

To provide leadership and strategic direction to a successful experiential marketing team with the goal of producing captivating, lead generating activations infusing digital and traditional marketing mediums to attract, engage and cultivate new business opportunities.

Software and Application Experience:

End-user: Microsoft - Word, Excel, Access, SharePoint; OneNote; SaaS; PeopleSoft; Oracle

Developer: VBA, Pandas, Jupyter Notebook, Python, Numpy, Matplotlib, Google Analytics

Education:

May 2010 - BA - Business Admin; Summa cum Laude - Lindenwood University

Dec 2018 - Data Analytics Bootcamp - Washington University

Professional Certificates:

Nov 2005 - Nov 2015 - CAP (Certified Administrative Professional)

Work Experience:

State Farm Insurance – July 2004 – March 2018

Dec 2016 - Mar 2018 - Digital Business Analyst - Lead collaborative technologies work for Marketing/Search and Agent Digital Presence team

Project lead for Agent Digital Marketing Analytics Dashboard integrating data from agent social platforms, advertising applications, subsidized marketing programs (e-mail, banner ads, etc.), and external advertising mediums (with agent approval). Crafted business case and obtained buy-in and approval from various marketing leadership personnel. Trained agents to utilize new digital marketing tools including agent marketing websites and new social media platforms. Established procedures, provided business requirements and built SharePoint application for internal auditing of systems access to external social media platforms for internal business partners.

July 2014 - Dec 2016 - Marketing Coordinator - Digital/Marketing; Developmental Assignment - Business Analyst - Marketing/Business Core Services team

Served as SharePoint content administrator supporting over 500 business analysts and executives.  Liaison between IT, Systems and various Marketing teams to identify solutions and establish requirements for business processes. Collected detailed information around business need, designed, built, tested and trained internal marketing teams to incorporate and utilize newly created business applications into daily processes/procedures. Trained and supported SEO/SEM, and agent social media digital marketing teams on use of SharePoint and OneNote. Facilitated weekly virtual team meetings as well as in person team meetings including agenda, presentations, team building activities and group meals.

Jan 2009 - July 2014 - Enterprise Marketing Support Assistant; Developmental Field Marketing Analyst South Central Market Area

One of two-person team to support expansion of experiential program from one market in 2011 to 15 by 2014. Lead for experiential program in STL market in 2014; responsible for integration and coordination of co-branded premium for Opening Day pep rally with St. Louis Cardinals which generated over 1,000 leads in 3.5 hours in the pouring rain. Responsible for Zone agent training and process improvement of customer relationship management application by supporting agents with trouble shooting and training. Experiential marketing lead distribution, research, and ROI tracking. Coordinated all event communications, agent scheduling, brand ambassador vendor training, co-branded premium approvals, and general administration of inaugural year of experiential marketing program and the three following years as the program grew to include additional markets.

July 2007 - Jan 2009 - Zone Marketing Support Assistant Central Zone Marketing

Agency program support with communications, marketing subsidies, budget reports, facilitation of team conference calls, provided support to field marketing analyst team.

Dec 2005 - July 2007 - Secretary II - Executive/Planning and Analysis

Establish business requirements for creation of database to ensure accuracy and compliance in tracking use of event tickets supplied as an element of corporate and local sponsorship packages.  Invoice processing, expense report processing for three departments across a 5-state region. Served as single para-professional Zone Prospecting Coordinator on team comprised of professional/technical employees across the country who supported the roll-out, training, and implementation of a newly created CRM tool (PAVe - Prospect Acquisition Vehicle).

July 2004 - Dec 2005 - Secretary II - Public Affairs

Ensure timely, accurate professional service and compliant coordination with Executive Support Team to meet needs of 16-person Executive leadership team and their direct reports spanning 5 states.  Support management in reaching goals. Develop, support and maintain department budget. Ensure operational efficiency of cross department communication between external relations team and internal communications team.