

header

h1

nav

# Robert Heeger

resume | Q1 2019

## section "skills"

skills: h2

Content Management Systems | Global Editorial Operations | Production Management  
Copywriting | Internal Tooling | Project Management | Product Marketing Strategy | Ticket-Filing & QA | Git Basics | PHP & MySQL basics

## section "interests"

interests: h2

Journalism | Press Freedom & Free Speech  
Media Technology | Distributed Applications  
| Digital Currencies | Token Economics | Digital Rights Management | Creative Expression  
Transit Tech | Space Exploration | Craft Art

## address "contact"

contact: h2

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San Francisco, CA 94114

section  
"experience"

section  
"apple"

work experience: h2

### Apple h3

2011 | 2018 h4

*Created a team of technical producers who maintained featured content inside Apple's media products division (App Store, Apple Music, iTunes, etc). Planned and executed both promotional and editorial campaigns. Launched p new product offerings by expanding internal tooling and adapting global production workflows.*

"desc"

roles: h4

Manager, Production Operations (5 staff)  
Technical Producer, Production Operations  
Software QA Engineer  
Publisher, Featured Content  
Intern, Web Interface Production

p  
"roles"

key projects: h4

Apple Music Original Content userflows & launch  
iTunes/Apple Music Festival live streaming  
Apple Music product launch  
App Store redesign & launch  
Gobal production resourcing overhaul p "proj"

takeaways: h3

*Apple forged my detail-driven approach and ability to tell straightforward stories. Acheiving at the global scale of p Apple's businesses taught me how to make products that thrive across a variety of markets and cultures.*

"desc"

section  
"mb"

### Moonboots h3

2014 | 2018 h4

*Created boutique digital agency with two partners, focusing on brand identity and digital marketing work. Grew p our contract-based firm with primarily small-business and startup clients making debut public appearances.*

"desc"

roles: h4

Marketing Content and Brand Positioning  
Copywriter  
Operations and Accounts Manager

p  
"roles"

key projects: h4

Powin Energy corporate identity  
OTTO marketing website (acq'd Uber) p "proj"  
Skyryse marketing website

takeaways: h4

*Starting and maintaining client relationships presented a new challenge for me, requiring conscious commitment and lots of active listening. Moonboots grounded my respect for thorough market research and emotional intelligence, while also providing an important creative outlet during spare time.*

"desc"

section  
"education"

section  
"USC"

education: h2

### University of Southern California h3

class of 2012 | cum laude h4

B.A. Broadcast & Digital Journalism: Pitched & developed aggregator for student publications. Produced video journalism web vertical and managed editorial staff. Researched business models and ethics in media organizations.

"desc"

activities & experience h4

Multimedia Director, Annenberg TV News (25 staff)  
Contestant, CRUNCH '12 Innovation Lab (SNApp.SC, 4 staff)  
p Undergraduate Scholar, Center for Communication Leadership Policy  
"roles"