

# Stephanie E Heintzman

## Strategy

### Experience

#### **Digital Strategist** Publicis

June 2017 - Present

I examine trends to identify insights, work with all parties - creative, accounts, media teams - to align on digital tactics, the role they play in a campaign ecosystem, and define what success looks like.

- Wrote creative briefs
- Inspired creative territories using competitor examples, audits (social, site, apps), research (search, social, industry, competitor), and learnings from previous campaigns
- Created robust ecosystems for campaigns - identified tactics that best achieve business objectives, and defined targeting strategies (remarketing / sequencing, geofencing) to amplify a cohesive creative idea in a personalized, effective way
- Developed test plans for digital ad units, defined KPIs, and worked with creative teams to build out versions
- Assisted in developed processes for dynamic capabilities
- Held lunch and learns for online video best practices, testing methodology, remarketing, dynamic capabilities, innovations (AR, ChatBots, Machine Learning) and personalization

Clients include: Rogers, Walmart USA, FCA (Fiat Chrysler Automobiles), Dairy Queen, Sephora, The Home Depot, Avison Young, Metrolinx, PayPal, Bank Of The West, Head & Shoulders, Keurig, and numerous new business pitches

#### **Freelancer** Various

September 2012 - June 2017

Supported brand development, campaign strategy, planning and deliverable execution for clients throughout Canada, USA, Bermuda, Kenya, Albania, Brazil, Republic of Macedonia, Bulgaria, Serbia, Romania, and Sri Lanka.

Clients include: Electric Brain, Top Drawer Creative - The David Suzuki Foundation, Colour Inc, Softchoice, TEDtalks, The Sierra Club, Boma Rescue Centre, Serbia Experience Tours, NATO, Travellin', hostels, musicians, dance groups, authors, restaurants, startups and more

#### **Digital Strategist/ Research Analyst** Colour Inc

September 2015 - June 2016

Developed strategy decks based off of collected data (simple to advanced analytical/ research techniques).

Clients include: AstraZeneca, Nestle (Master Brand, Rolo, KitKat, CoffeeCrisp, Lean Cusine, CoffeeMate, Nescafe Sweet, Nestle Baby, etc), Agropur, Corey Nutrition, MTS, TUMS, ASHomes, Concord, Argus, Mazda, and RFPs

### Portfolio

<https://stephanie-heintzman.netlify.com/>

### Education

Psychology and Economics  
Bachelor of Arts  
University of Waterloo

Strategic Relationship Marketing  
Post Graduate Certificate – GPA 3.8  
George Brown College

### Additional Experience

Research Analyst – visual attention  
Tutor – advanced statistics and psychology for university students  
Video production – editing  
Choreography / Production  
Event Management  
Traveled through 57 countries

### Contact

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