

# Stephanie E Heintzman

## Strategy

### Experience

#### Digital Strategist Publicis

June 2017 - Present

I examine trends to identify insights, work with all parties - creative, accounts, media 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 - identify tactics that best achieve business objectives, targeting strategies (remarketing / sequencing, geofencing), and amplifying a cohesive creative idea in a personalized, relevant 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 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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