

# STEPHANIE E. HEINTZMAN

STRATEGIC PLANNER / RESEARCH ANALYST

- **Research Planning, Execution & Analysis:** 9+ years learning and perfecting research techniques
- **Tenacious Problem Solving:** Known for efficient application of creative and data-driven insights
- **Holistic, Interdisciplinary Thinking:** Understands complex relationships with ease from broad, in-depth experiences
- **Global Perspective:** Provides solutions for multicultural audiences and travelled across 36 countries in 5 continents

## PROFESSIONAL • EXPERIENCE

### Various

#### Freelance Research Analyst/ Strategic Planner

Sept 2012 – Present

Worked with clients throughout Canada, USA, Kenya, and Bermuda in deliverable planning as well as execution

- Identified clients' true business problems to properly align marketing objectives
- Ensured clients stayed "in the know" with customized research according to their needs
- Deliverable execution in: [1.] Research Reports (secondary and primary research) [2.] Video, [3.] Social media campaigns (editorial and content calendars; wrote copy; developed imagery with freelance photographers/graphic designers), [4.] Events management and promotional material, [5.] Database management
- Recruited additional staff for larger projects (graphic designers, sound engineers, brand ambassadors, servers, and web developers), managed their timelines, budgets, and client communication

*Clients: 28+ including Top Drawer Creative (the David Suzuki Foundation), Colour, Softchoice, TEDtalks, the Sierra Club, Boma Rescue Center, NATO, musicians, dance groups, authors, restaurants and startups*

### Colour Inc

#### Digital Research Analyst/ Strategic Planner

Sept 2015 – Jun 2016

With minimal supervision, my role on the 'social listening team' was to focus on collecting research, using simple to advanced analytical techniques to interpret data, developing insights, and offering strategies or tactical recommendations for clients. I became the 'go-to' individual for bridging the gap from exploratory research to targeted analysis and recommendations.

- Introduced secondary research to support standardized analysis methodologies, which empowered the agency to more quickly deliver on client asks with more reliable results
- Pinpointed causes of sentiment shifts, measured how online conversation changed over time, then built strategic, corrective roadmaps for industry-leading CPG/ Pharma brands
- Simplified complex findings into client-friendly terms for decks, in-depth research reports, RFPs, pitches for new business and dashboards which helped secure future business
- Optimized ad delivery through media audits, UX, and creative audits, allowing ads to better serve targets/ save budget
- Trained employees

*Clients: Nestle (Masterbrand, Rolo, KitKat, Coffee Crisp, Lean Cuisine, CoffeeMate, Nescafe Sweet, Nestle Baby, etc), Agropur, Corey Nutrition, MTS, TUMS, AstraZeneca, ASHomes, Concord, Argus, Mazda, and more*

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## EDUCATION

George Brown College  
Strategic Relationship Marketing  
Post Graduate, Honours  
GPA: 3.8  
2015

University of Waterloo  
– St Jerome's  
Psychology and Economics  
Bachelors of Arts  
2012

## SCHOLARSHIPS & AWARDS

George Brown Scholarship;  
Dean's List; Video Award of Video  
Excellency; Spring Competition –  
First place for poetry entry; Dance  
Prize; The Solveig Grier Trophy  
for school house captain; St.  
Jerome's Scholarship; Two Year  
Scholarship for the Arts at the  
Grier School

### The Griffin Farley Search For Beautiful Minds Canada Candidate and Finalist

Nov 2015 – Nov 2015

Learned from senior executives from the advertising industry about strategic planning and gained experience in pitching campaigns.

- Chosen from 100+ individuals to participate in a full day workshop
- Pitched a campaign to a room of judges less than 12 hours after brief was presented
- Our pitch was selected from 40 participants by senior strategic planners to compete in Gala to present in front of 200+ people

*Client: AWAKE chocolate*

### Resurface Founder

Oct 2013 – Sept 2015

Managed 20+ marketing freelancers to develop a community around the importance of ethical marketing to drive consumer behaviour. To learn more, visit: [www.twitter.com/resurfacegroup](http://www.twitter.com/resurfacegroup)

- Organized meetings to share advertising best practices and discuss controversial topics
- Led to brainstorming sessions/ workshops with attendance of 30+ people
- Conducted and delegated in-depth research on: [1.] Competing organizations [2.] Target audience [3.] Best practices in deliverable creation [4.] Industry trends

### Evergreen Junior Data Analyst (co-op)

Jan 2015 – Apr 2015

Wore many hats across multiple departments at this national non-profit organization.

- Pitched and developed a 5-stage multi-channel campaign driven by research about mutually beneficial cross-sector relationships
- Collected reliable data for measuring social and financial ROI of programs
- Wrote a report on internal organizational structure for maximizing the impact, effectiveness and efficiency of national campaigns

## RESEARCH/ANALYSIS

- A/B testing
- Anticipating financial return on investment
- Exploratory research
- Experiment design
- Focus Groups
- Financial analysis
- Interviewing
- Longitudinal studies
- Multivariable Analysis
- RFPs

## TECHNICAL

- SPSS
- SAS
- Microsoft Office Suite: Excel (Pivot Tables, Filtering, Logical and Lookup functions); PowerPoint; Access
- Radian6
- Google Analytics
- Sprout Social
- Hootsuite
- Basic Web Development
- Adobe Creative Suite