

Heather Joy Freels

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Digital Marketing Specialist & Multimedia Designer

Digital Marketing Specialist and Multimedia Designer with 17+ years of experience leading multi-channel campaigns, visual storytelling, and responsive web design. Adept at managing cross-functional teams, producing dynamic video and digital assets, and executing data-driven strategies that elevate brand visibility and conversion performance across digital and physical platforms.

Core Competencies

- **Creative & Production Tools:** Adobe Creative Suite (Photoshop, Premiere Pro, AfterEffects, Illustrator, InDesign), Figma, Video Editing, Motion Graphics
- **Web & UI/UX Development:** HTML, CSS, PHP, WordPress, SharePoint, Responsive Web Design, Landing Pages, UI/UX Layouts
- **Marketing & Analytics:** Google Analytics, MailChimp, SEO, CRM/CMS Integration, Social Media Strategy, Lead Generation
- **Project Leadership:** Cross-functional Team Collaboration, Brand Identity Systems, Client Relations, Event Planning

Professional Experience

Digital Marketing & Multimedia Development | Hometown Lenders/1st Family Mortgage
| *Huntsville, AL (Remote)* | 2014 – 2022

- Led multimedia campaigns across national channels that increased inbound lead generation by 35%.
- Designed and deployed responsive microsites and landing pages to support corporate marketing initiatives.
- Integrated CRM and CMS platforms to personalize customer journeys, streamline lead tracking, and improve campaign conversion rates.
- Collaborated closely with cross-functional departments to ensure unified brand identity and messaging across all touchpoints.

Social Media Marketing Specialist | The Apothecary Shoppe | *Las Vegas, NV* | 2018 – 2019

- Developed and executed multi-platform social media strategies.
- Increased social media engagement by 40% through targeted digital campaigns and strategic influencer partnerships.
- Produced branded static graphics and promotional video assets to support seasonal product launches and in-store promotions.
- Monitored audience behavior and campaign ROI utilizing Google Analytics and native platform analytics to refine posting strategy.
- Coordinated with retail staff to align digital initiatives with on-site marketing, events, and customer experience.

Multimedia Developer | Apogee Solutions | *2010 – 2014*

- Designed and developed interactive multimedia content, digital training assets, and branded presentations for client deliverables.
- Collaborated with instructional designers and technical teams to produce instructional videos, animations, and graphic collateral.
- Maintained brand consistency across digital media products while ensuring compliance with technical and accessibility standards.
- Streamlined digital asset management and production workflows for rapid deployment across internal and external portals.
- Created compliant, branded proposal and presentation packages for federal and state government grants to support winning bid submissions.

Web UI Designer | Operation Blessing International | *2006 – 2010*

- Organized user interface design and front-end development for international outreach websites and humanitarian campaign portals.
- Built intuitive, responsive page layouts using HTML, CSS, and CMS templates to improve visitor engagement and donation conversions.
- Created digital graphics, promotional banners, and visual storytelling media highlighting global relief operations.
- Partnered with content creators, communications specialists, and developers to optimize site navigation, information architecture, and load performance.
- Integrated CRM and CMS platforms across web portals to streamline donor data capture, personalize supporter outreach, and boost online contributions.

Education

- **Double Major in Filmmaking & Animation** | Regent University School of Communications and the Arts | *2006 – 2008*
- **Information Technology: Graphic & Web Design** | ECPI College of Technology | *2004 – 2006*

About Me

- 2-time winner of the Las Vegas Fashion Council and Goodwill's **Eco Couture Challenge**
- Attended **Duke University** summer writing program 2 years
- Certified **art therapist**
- Owner of 2 precocious **Boston Terriers**