



Mike Heaviland
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EXPERIENCE

Stanberry & Associates REALTORS **Marketing Director - April 2015 - Present**

Responsible for strategic planning, gaining approval for and implementing marketing strategies to achieve brokerage objectives. Supervised Art Director and Junior Graphic Designer.

- Trained agents on CRM, Social Media and other digital platforms' best practices.
- Acted as a brand ambassador of the brokerage at client events, trade shows, conferences and award presentations.
- Enhanced brokerage's online platform through immersive email marketing strategies utilizing lead conversion-focused drip campaigns, website redesign, user-centric functionality upgrades, and targeted social media.
- Developed and executed marketing plan that included targeted email campaigns, social media, and content creation that generated over 800 leads in first 6 months without paid promotion.
- Developed email recruiting campaign that resulted in 4 new agent hires, representing a potential \$80k in brokerage revenue.
- Reduced operational costs by re-evaluating company print and mailing needs.
- Coordinated weekly meetings with agents in remote offices to address their unique questions and concerns.
- Interviewed and negotiated with new marketing hires.

Stanberry & Associates REALTORS **Graphic Designer - April 2013 - April 2015**

Responsible for the design and production of agent print and digital marketing materials and campaigns. Responsible for maintaining company email and recruiting databases.

- Managed company website transition, implementation, content migration and staff training.
- Wrote and edited content for the company blog.
- Developed, wrote, edited, designed & distributed company email newsletter.
- Updated company materials used for recruiting agents, listing packets for Agents, & Buyers packets for our clients.

SXSW Music, Film, + Interactive Festival **Art Intern - November 2012 - March 2013**

- Followed and maintained SXSW and style guides.
- Designed flyers, booklets, awards, and banners.
- Communicated with all departments to coordinate on large projects.
- Independently managed multiple projects with short deadlines while working with a large team.
- Provide rapid revisions during the festival to ensure accurate signage

EDUCATION

University of Missouri, Columbia, MO
Bachelor of Arts, Graphic Design 2012
Minor in Art History

CERTIFICATIONS

Google Analytics IQ
Google Adwords
Hubspot Inbound Marketing
Hubspot Content Marketing
Hubspot Email Marketing

TECHNOLOGY

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat DC
HTML / CSS
Microsoft Word
Microsoft Excel
Wordpress
Mailchimp

AWARDS

Stanberry Employee of the Year 2016

[My portfolio, blog, and other projects, can be found on my website at:
\[www.mikeheaviland.com\]\(http://www.mikeheaviland.com\)](#)