

HEIDI F. BROWN

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PROFILE

Results-driven **Marketing Consultant and Content and Design Editor**. Specializes in raising the level of excellence of diverse promotional and literary communication pieces. Consistently successful in building and leading multifunctional teams in the design, content development, and production of high quality marketing presentations that catch the attention of targeted audiences.

Areas of Expertise

- **Targeted Messaging, Branding, and Positioning**
- **Developmental and Copy Editing**
- **Product, Service, and Business Image Building**
- **Promotional Presentations**
- **Business Goal Definition & Articulation**
- **Collateral Design & Development**
- **Creative Team Collaboration**
- **High-Profile Events & Project Management**

PROFESSIONAL ACHIEVEMENTS

HEIDI BROWN COMMUNICATIONS *Freelance Marketing, Writing and Editing*

Needham, MA
2006 - Present

Consulting Highlights

- Provide focused analysis, developmental editing, and refining of marketing materials, literary works, and presentations for individuals and small businesses.
- Improve, edit, and develop new materials to elevate the presentation and impact of:
 - websites, print ads, presentations
 - brochures, collateral, newsletters
 - journal and academic articles
 - book and chapter manuscripts

LEXIA LEARNING SYSTEMS, INC. *Marketing Communications Manager*

Lincoln, MA
2001 – 2005

Marketing Leadership

- Developed and produced high-impact, persuasive marketing collateral tools to increase revenue stream for an international educational software company.
- Launched and directed marketing department as company grew from 8 to 40 staff.
- Developed Lexia's highly effective tagline "*Our World Begins with Reading.*"

Business Communications

- Directed redesign of company website; supervised web development team and managed content and design elements.
- Wrote and edited product catalog, including product introductions and descriptions directed to each product's targeted audience.
- Created and produced company's annual newsletter.

Promotions Materials Development

- Managed design, production, and quality control of all marketing materials.
- Established target audiences, articulated the message, look and feel of each piece, and developed all materials ensuring consistent corporate branding.
- Hired and collaborated with freelance designers, agencies, photographers, and print partners to create persuasive communication pieces.

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PROFESSIONAL ACHIEVEMENTS

Continued

HARVARD SQUARE BOOK FESTIVAL
Director Cambridge, MA
1998 - 2000

*Festival
Leadership*

- Directed production of New England's largest annual, weeklong book festival, featuring author readings, literary panels, discussions, and author signings.
- Recruited Salman Rushdie, Jane Smiley, Michael Ondaatje, and Grace Paley, among others to participate in the festival.
- Negotiated author appearance logistics with publicists, agents, and authors.

*Special
Events
Coordination*

- Raised capital for operating expenses; secured corporate sponsors and funding.
- Worked with public and private institutions to obtain venues for all events.
- Managed event budget; hired and supervised a part-time staff of four.

LAURIAT'S, INC.
Advertising, Promotion, and Publicity Manager Canton, MA
1989 - 1997

*Corporate
Marketing*

- Managed all advertising and marketing functions for the nation's fifth largest bookseller with 130 stores.
- Created and implemented a series of promotional programs to increase book sales.
- Directed author appearance program, recruiting celebrity authors, including Bill Cosby, Joan Rivers, Larry Bird, and Martha Stewart.
- Produced annual 24-page, 4-color holiday catalog and coordinated distribution of 4.5 million copies.
- Founded and directed *The Auction for Literacy*, an annual charitable event that provided direct funding for literacy causes.

EDUCATION

TUFTS UNIVERSITY
Bachelor of Arts Medford, MA
1979