



Casey Heffernan

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MARKETING EXECUTIVE

Dynamic experience as Creative Director, Art Director & Content Producer

CREATIVE | VERSATILE | STRATEGIC | ORGANIZER OF CHAOS

Marketing leader with 13+ years' experience innovating effective strategies to boost engagement, sales, and awareness. Call on expertise in branding, visual storytelling, and design to conceptualize and execute holistic strategies, campaigns, and branding for diverse companies. Proficient organizer of chaos who excels in assessing complicated situations, identifying succinct messaging, and developing impactful creatives to achieve goals. Embrace exemplary communication skills to understand individualized client needs, overcome challenges, and align parties in delivering impactful projects. Leverage diverse leadership background encompassing in-house and agency roles to facilitate exemplary experience. **Core Competencies:**

Branding • Marketing Strategy • Graphic Design • Content Development • Art Direction • Copywriting • Layout Design
Experiential Marketing • Project Management • Web Design • Content Creation • Video Production & Editing • Social Media •
Marketing Analytics • Paid Media • Public Relations • Leadership • Staff Mentoring • Client Relations • Problem Solving
Technical: Adobe CC 2022 • Microsoft Office • WordPress • Wix • Limited Editing

EXPERIENCE & SELECT ACHIEVEMENTS

THE WONDER AGENCY, Atlanta, GA • CEO

2020 TO Present

Select Clients: National Women's Hockey League, Pivot Topicals, Tenjaku USA, 23 Psychiatry.

Led expansion of agency focused on women's sponsorships to deliver full-service marketing focused on "wonder" of storytelling.

Exploded business 300% in 3 years after broadening company's capabilities.

- **Closed 12+ new clients and grew multiple existing accounts during pandemic.** Expanded agency capabilities to include creative, branding, full marketing strategy, digital advertising, social, video, and more.
- **Surged National Women's Hockey League's engagement, partnerships with "See It. Dream It. Be It." campaign.** Success spurred league expansion into Canada, led to broadcast agreements, and boosted player compensation.
- **Propelled Tenjaku Blended Japanese Whisky to #2 slot in U.S. Nielsen rankings.** Launched 3 brands in U.S. (acted as in-house CMO guiding marketing strategy, website build, social media, influencers, video, paid media, digital advertising).
- **Relaunched brand struggling to break through in pain relief market by capturing their "why."** Boosted Pivot Topical's B2B orders after rebranding website, video, advertising / enhanced B2C by optimizing consumer communication.
- **Spearheaded naming, rebrand, website to launch company offering fully integrated psychiatric care.** Collateral positioned 23 Psychiatry's leadership to attract clients including CEOs and high-level athletes vying for excellence.

FRENK MARKETING GROUP, Atlanta GA • Executive Creative Director

2019 TO 2020

Select Clients: Advanced Urology, Eastside Medical, Greater Atlanta Christian School, Mimaki, Mitsubishi Electric, Takedown, Inc.

Directed creative production for diverse clients. Led production for hundreds of videos; rebranded companies; redesigned websites.

Managed every project with creative component for 3 years.

- **Propelled private school to #1 on Google, surged enrollment apps to 1.1K while cutting conversion cost 78%.** Developed unique targeted advertising content and launched ad campaign to turn around declining enrollment.
- **Exploded Mitsubishi Electric Classic's post reach 45%, impressions 20%, engagement 15%; post featured by PGA Tour of Champions.** Overhauled social media and launched live updates throughout tournament weekend.
- **Garnered 1M+ social impressions and designed website for Cardiovascular Group.** Developed / managed social media campaign; strategized video content (doctor stories, health conditions); led UX/ UI, design, website development.
- **Developed branding that boosted awareness / fundraising of new HomeFirst shelter.** Drove communication with public.

FRENK MARKETING GROUP, Atlanta GA • **Senior Creative Director**

2017 TO 2019

Innovated creatives to drive revenue and help clients achieve business goals. Managed team of 5.

Created Company's most profitable department via hiring and leading talented staff.

- **Amplified new business opportunities with comprehensive rebrand of Frenik Marketing Group.** Updated logos, colors, website, video, marketing materials, and all touchpoints as creative director leading rebranding.
- **Established largest, most profitable team to enable rapid business growth.** Hired, led, and grew creative team from 1 to 5.
- **Aided clothing company in pivoting to new line, attracting investors, and communicating capabilities.** Led rebrand for Takedown (designed logos/graphics; strategized/scripted digital advertising videos; created investment booklet).
- **Achieved highest organic traffic ever/ created geofence driving 100K impressions/ video garnering 1M+ views.** Innovated Advanced Urology's ad campaign, unique tagline / updated tactics monthly to drive traffic among potential patients. Exploded awareness and achieved hundreds of new contacts by placing luxury commode trailers at PGA event.
- **Designed full brand family, website, and marketing enabling client to clearly communicate to and attract aging adults.** Compassionate campaign created uniformity across Active Senior Companies' business sectors, drove awareness.

IMG LIVE (Now One Sixty/Ninety), Atlanta GA • **Content Producer**

2016 TO 2017

Select Clients: Coca-Cola, DIRECTV, Georgia Lottery, KIA, National Car Rental, Prudential, SPG, Subway, Symantec, Tailgate Club.

Advanced to establish content department. Launched/ maintained internal socials, including Facebook, Twitter, LinkedIn, Instagram.

Enhanced agency's competitiveness with launch of team focused on visual storytelling.

- **Spearheaded content team to deliver impactful videos and unique storylines for clients.** Collaborated with VP to initiate capability; helped hire staff to grow sister team creating video content.
- **Surged engagement and drove innovative thinking among staff.** Developed / produced "Shark Tank-style" performance video stream allowing employees to present ideas in science, video, entertainment, and technology.

Art Director

2013 TO 2016

Led creative elements for diverse range of clients while simultaneously enhancing organization's marketing.

Boosted relevancy by refreshing IMG LIVE's branding & website.

- **Developed mobile NASCAR museum for Coca-Cola that became most visited-to-date; attracted major drivers.** Led creation from design to completion, showcasing memorabilia from 1909 to present at NASCAR events.
- **Expanded engagement with creation of life-size city graphics containing "Easter eggs" users could find on phone.** Complex family-friendly experience delighted customers, aligned with Norton/Symantec's "Man of Steel11 sponsorship.
- **Designed newly branded IMG LIVE site to succinctly outline company story.** Site featured work samples, employee info.
- **Drove \$1M+ in business after designing dozens of new pitch decks.** Created content, presentations for new team.

ADDITIONAL RELEVANT EXPERIENCE & ACHIEVEMENTS

Layout & Intro to Art Direction Instructor • THE CREATIVE CIRCUS, Atlanta, GA

2013 TO 2014

Planned / taught courses for young creatives that garnered outstanding student evaluations.

Associate Art Director • DIGITAS, Chicago, IL

2011 TO 2013

Successfully migrated billion-dollar client account, driving immediate impact by reimagining their approach to CRM.

EDUCATION

Certificate: Art Direction • The Creative Circus, Atlanta, GA

BA: Advertising & Psychology; Minor: Marketing • University of Miami, Coral Gables, FL

Of note: Swam & played rugby in college; placed 2nd in National D1 rugby competition.

Casey possesses an exceptional ability to empower brands in discovering their unique voice. She helped me see how her vision met mine with clarity and collaboration. – Former Client