

HEATHER PERKINS

1433 N. 50th St., Milwaukee, WI 53208
414-628-4364, ignitemycause@gmail.com

WORK EXPERIENCE

Director of Marketing

Alliance for Strong Families and Communities - April 2015 to February 2016

- Developed a strategic marketing plan to raise the national profile of the Alliance
- Negotiated with Maya Angelou's estate to bring her poem "[Still I Rise](#)" to life with an interdisciplinary live performance and video.
- Increased social media engagement driving a 31% increase in video views and a 464% increase in shares
- Doubled the frequency of email communication while boosting click through rates by 51%
- Increased Facebook fans by 11% and LinkedIn followers by 33%

Founder/Executive Director

Ignite My Cause - January 2014 to Present

- Empower social causes to communicate their mission and build the support they deserve.
- Develop clear, concise brand messages and create new and unique ways of embedding that message in the public consciousness.
- Raised awareness for the [STOP program](#) to improve police relationships with youth, helped [Compost Crusader](#) increase the number of local restaurants that compost, and promoted [Violence Free Zone](#) and [Bridge Project Milwaukee](#) violence prevention programs.

Public Relations/Marketing Contractor

Running Rebels Community Organization - November 2011 to Present

- Developed and launched the '[I Can Stop a Speeding Bullet](#)' campaign which was seen over 500,000 times and presented stories of program success on billboards, bus shelters, newscasts, website, Facebook and YouTube.
- Secured a donations from an outdoor media company, advertising agency and filmmaker keeping the total cost of the comprehensive awareness campaign to just under \$600.

Executive Director

Serve Marketing - March 2006 to November 2011

- Led campaigns for under- served social causes including teen pregnancy, gun violence, and child sexual assault.

ATTRIBUTES

Results-driven
Resilient
Collaborative
Motivating
Innovative
Efficient
Concise
Accountable
Ethical

SKILLS

Excellent Writing
Advanced Presenting/
Public Speaking
Video Production
Fund Raising

TECHNICAL SKILLS

Final Cut Pro
(Professional video editing)
Cannon Rebel T3i
(Photography & Video Camera)
Microsoft Office
InDesign
Photoshop
Illustrator
Website Development
(Various formats)

Professional Affiliations

Milwaukee Forum
(Alumnus/former Program Chair)
The National Academy of
Television Arts & Sciences
(Chicago Midwest Chapter)
Public Relations Society
of America (PRSA)
(Southeastern WI Chapter)

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- Managed a volunteer advertising and PR staff of over 100, planning and implementing 15 cause-marketing campaigns a year.
- Earned Milwaukee's only 2009 prestigious Silver Anvil award from the Public Relations Society of America (PRSA) recognizing excellence in strategic PR planning and implementation for the Pathfinders Teen Homeless Shelter BED event.
- Led the onemilwaukee.org gun violence campaign with the Milwaukee County district Attorney's office. Campaign messages were seen over 15 million times and news coverage was valued at \$355,863. The campaign spawned 41 media stories illuminating the work of five different evidence based programs and driving 14,271 visitors to the website.
- Co-founded, launched and chaired the award-winning B.E.D. (**B**ecause **E**very kid **D**eserves one) event benefitting Pathfinders Teen Homeless Shelter, bringing awareness and funding to new heights with over 25 million ad and earned media impressions and a 21% increase in new donors.
- Oversaw the PRSA Silver Anvil of Award of Excellence winning teen pregnancy prevention campaign, which contributed to a 30% decrease in teen pregnancy in Milwaukee.

Marketing Director

Milwaukee High School of the Arts June 2004 – December 2005

- Utilized media contacts to cultivate fourteen media features during a one-year period (including two on the front page of the Journal Sentinel, and one on the cover of the Shepherd Express).
- Founded the "Catch a Rising Star Foundation" and recruited the board of directors.
- Leveraged community, staff and alumni support to raise over \$200,000 in one calendar year.

Producer/Marketing Director

Milwaukee Public Television (PBS affiliate) - 1996 to 2002

- Raised over 1.2 million dollars for non-profits through sponsorships, major donors, grant writing and special events.
- Cultivated new sponsorships resulting in a 284% increase in annual production revenue within two years, raising twice as much as public television stations in similarly sized markets.
- Produced, promoted and distributed three national public television specials, earning an Emmy award and three additional Emmy nominations.

Miscellaneous Achievements

- Chaired The Milwaukee Forum program committee choosing controversial topics, inviting high profile guests and moderating debates on vital social issues.
- Received an "Outstanding Speaker" award at the 1999 PBS development conference for a presentation on proposal planning and writing.

Education: **Marquette University** 1981-1984, Broadcast Communication

- Studied Grant Writing and Proposal Development under Dr. Lynn Miner at Marquette University.

References and Campaign Samples available at www.HeatherMakesADifference.org