

## Tara (Hanover) Heiser

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### SUMMARY

Results-oriented marketing professional with extensive experience developing annual marketing plans, budgets, and forecasts. Skilled in both traditional and online marketing. Consistently exceeds goals and expectations. Key strengths include:

- Proven ability to plan and execute a diverse range of marketing programs
- Excellent brand strategy & management results
- Strong copywriting and editing expertise
- Persuasive leadership skills that motivate cross-functional teams while fostering creativity
- Solid expertise in creating, analyzing, and maintaining metrics against marketing initiatives

### PROFESSIONAL EXPERIENCE

#### **CONCERRO, INC., San Diego, CA**

**2/11 – Present**

Concerro provides staffing and scheduling solutions for hospitals (acquired by API Healthcare February 2012).

##### ***Director of Marketing***

- Created annual marketing plan to reposition the brand and increase awareness within the healthcare industry.
- Developed cohesive branding with launch of new website, solution brochures, trade show booths, and advertising campaigns, which replaced fragmented and disparate pieces.
- Decreased average cost per lead by 75% and increased website traffic 100% in less than a year through an integrated marketing plan including social media, search engine marketing, online advertising, webinars, and public relations.
- Supported sales team with proposal templates and presentations to ensure consistency and accuracy in each prospect touch point. Collaborated with sales to implement Marketo on website to nurture incoming leads and prioritize in Salesforce.
- Managed small team with limited budget to accomplish a complete transformation in the industry and give the organization a “big company” appearance.
- Contributed to leadership team after acquisition to maintain employee engagement with open communications and ensure smooth integration with new corporate headquarters.

#### **RADIANT IDEAS, INC., San Diego, CA**

**2/07 – 1/11**

Radiant Ideas is a marketing services consulting firm.

##### ***Founder and Consultant***

- Provided strategic marketing plans and program execution within high-tech industry including Large Software, Kyocera Wireless, ADTI Media, and KidZui.
- Defined brand identity and product positioning to improve brand awareness and increase software downloads.
- Created, launched, and measured segmented email campaigns to improve customer retention.
- Spearheaded social media strategies with Facebook, Twitter, LinkedIn, YouTube, and Flickr to increase brand awareness and engagement.
- Implemented search engine marketing tactics (SEO & PPC) to increase company visibility and generate leads.

#### **ANONYMIZER, INC., San Diego, CA**

**8/04 – 2/07**

Anonymizer is the original and leading provider of Internet privacy software and solutions.

##### ***Director of Marketing***

- Created annual marketing plan and budget for traditional and online marketing programs including public relations, advertising, direct marketing, tradeshow, and corporate websites.
- Crafted new brand identity and positioning to invoke a sense of trust and professionalism in company. Resulted in increased market share in key vertical markets while positioning the company for a favorable acquisition.
- Developed concise corporate and product messaging for websites, product datasheets, white papers, email campaigns, and lead generation initiatives.
- Drove customer acquisition and exceeded consumer sales goals with a positive ROI through online advertising, search engine marketing, affiliate marketing, industry partnerships, and retail.

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- Improved customer retention rate by more than 20% for annual software subscriptions. Increased customer lifetime value by 15% through the development of targeted email campaigns, in-product notices, and web interstitials.
- Established ongoing customer satisfaction surveys to gain valuable feedback to help improve products, business processes, and new product development.
- Collaborated with engineering and product management to build timed and targeted messaging into software applications to engage users, convert trials to paid users, and improve customer retention.
- Defined customer database requirements to map disparate data into a concise and useful CRM tool.
- Spearheaded lead generation strategy to acquire, qualify and distribute government and enterprise sales opportunities.
- Managed team of four direct reports to ensure successful delivery of objectives within budget & under tight deadlines.

### **IOMEGA CORP., San Diego, CA**

**10/01 – 5/04**

Iomega is the global leader in data storage solutions.

#### ***Senior Manager, Internet Marketing***

- Developed annual marketing plans and associated budgets to ensure marketing objectives were exceeded and direct sales goals were achieved. Worked with product management, PR, channel, and brand marketing teams to ensure online plans were aligned with their goals.
- Collaborated with CRM team to ensure new customer database was built to meet the requirements for effective customer segmentation for retention and win-back campaigns. Utilized customer data across multiple channels to drive incremental revenue.
- Managed team of six direct reports to successfully drive direct sales through affiliate marketing, search engine marketing, email campaigns, third-party partnerships, online training, webinars, and online advertising.
- Built online channel marketing strategy to improve existing channel relationships and increase channel partner recruitment. Optimized lead generation campaigns to improve quality of leads for retail and VAR channels. Managed channel extranet to provide sales tools, pricing, product information, and online training. Spearheaded customized co-marketing campaigns with retail and VAR partners.
- Analyzed metrics and customer survey results to proactively identify areas for improvement. Created and presented reports to drive improvements in future campaigns.

### **INFOCUS CORP. (formerly Proxima), San Diego, CA**

**12/97 – 9/01**

InFocus is the worldwide leader in digital projection technology and solutions.

#### ***Internet Marketing Manager***

- Collaborated with team to pioneer an educational website, PresentersUniversity.com, to provide an engaging resource to end users which fostered brand loyalty. Launched AV industry's first eCommerce site, ePresenter.com.
- Managed online training program and channel roundtable events to educate partners about new technologies and build lasting relationships.
- Created email campaigns, online banner ads, search engine placement, online promotions, and affiliate programs to drive qualified traffic to websites and increase e-commerce sales.
- Developed and launched B2B extranet to provide online business gateway for business partners, distributors, and resellers.
- Led interactive agency to design, build, and execute new functionality for corporate websites to provide a seamless online experience for customers and channel partners.

#### ***Marketing Communications Specialist***

- Successfully executed over 50 trade shows and special events including budget, logistics, set up, dismantling and scheduling. Managed development of graphics, promotions, and follow-up communications to support all events.
- Directed development, production, and distribution of marketing collateral materials, print ads and direct mail campaigns to gain market share and increase brand recognition. Managed budget, media plan, execution schedule, and creative placements with publications.
- Developed and updated product and corporate content on company websites.
- Implemented strategic partnerships with corporations and educational institutions to raise brand awareness and gain exposure in key industries and vertical markets.

### **EDUCATION**

Bachelors of Business Administration in Marketing (1996)  
Western Michigan University, Kalamazoo, MI