

Heather Leah



Innovative superhero motivated to change the world through visionary thinking and applied problem solving. Stellar organizational and communication skills, ability to multitask, prioritize, and team to **WIN**.

**Marketing
Strategist
& Digital
Influencer**

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Digital Marketing Specialist, Imaginovation, June 2016-Present

Design and implement key social media, content, and search engine optimization strategies. Edit and format all client content based on keyword research and SEO best practices. Oversee Google and Social Analytics for each client to ensure rankings and refine strategies for websites, blogs, and mobile applications.

Digital Marketing Consultant, Chirba Chirba Dumpling, March 2016-June 2016

Assisted with branding for launch of the new truck, including truck and website design, marketing and social media strategies, and developing an editorial calendar.

Marketing Specialist, Town of Cary, July 2015-April 2016

Managed the marketing campaigns for large 50,000+ events such as Cary's Lazy Daze and the NCAA College Cup. Directed and managed advertising and social media across town digital properties. This responsibility includes the creation of communications plans followed by analyzing data to measure results and create actionable insights for future campaigns. Developed the social media plan groundwork for numerous major initiatives. Designed print and digital ads, created marketing collateral, and teamed with other departments on the creation and layout of town program guides.

Marketing Coordinator/Executive Assistant, TheeDesign Studio, October 2014-July 2015

Using tools such as Basecamp, Raven Tools, Moz Local, Buffer, Screaming Frog, Google Webmaster Tools, Google AdWords, Google Analytics, PPC, iContact, MailChimp, and Salesforce, I implement the groundwork of overall marketing strategies, including keywords and SEO, developing web content for clients, building a network of back links, light graphic design work, and social media management. I'm passionate about helping businesses build a strong web presence and connect with their audience!

Candid Slice Media, LLC 2012-Present

I founded Candid Slice, an alternative news, entertainment, and wellbeing website. Teaming with local authors, together we have built a recognized and loyal following of readers, both locally and regionally. My broader responsibilities include recruitment and retention of authors, building followers, optimizing revenue, and growing the Candid Slice brand through personalized social media engagement.

As Editor-in-chief my duties include authoring original content, editing author contributions, networking with other content-creators in the community, giving public talks and presentations, and building relationships with businesses and non-profits to benefit their efforts and our city as a whole. Using

Google Analytics, I create high performing content strategies by analyzing visitor data and trends, then convert these insights into topics and subjects that perform optimally for our audience.

As the Social Media Strategist for Candid Slice, I act as both the community manager and social media manager for the Candid Slice properties on Facebook, Twitter, Instagram, YouTube, LinkedIn, Google+, and Pinterest. I'm responsible for developing WordPress publishing best practices, perfecting SEO, optimizing AdSense revenue, moderating and engaging in community activity. I use Salesforce and SocialMention to track and individualize our CRM.

Underdog Productions – Event Coordinator – 2008-2009

In my final years of college, I wanted to give back to others some of the energy and excitement I gained as a student at UNCA. As the Underdog event coordinator I had the perfect channel to do so. My main responsibilities were to develop creative ideas and concepts, and coordinate venues for student entertainment. This work included writing contracts, hiring comedians and musicians—including nationally-known celebrities—and staffing large events. Additionally I performed marketing, customer service, and ordering supplies, as well as directly performing set-up and break-down of each event.

Co-Founder & Board Member of Activate Good - 2004-2006

After setting out on a 3 month cross country volunteerism trip to save the world, I returned to Raleigh and co-founded Activate Good. My responsibilities included volunteer recruitment, and coordinating and developing innovative projects and programs. I accomplished this through public speaking events, presentations for children in after school programs, as well as civic clubs and businesses, on the value of community service. Additionally I coordinated fundraising and friendraising, marketing and media, maintained the website, and authored grant proposals and articles for the Activate Good newspaper.

Media Appearances, Reactions, and Syndications

CMT Southbound – Segment on unique Raleigh history

WRAL – Raleigh Underground phenomenon

WRAL Good Things – Superhero Blue Beacon at Note in the Pocket

Community Matters RDC- Superhero Blue Beacon gives interview on volunteerism

Triangle Business Journal – Republish of Think you know Raleigh Quiz

UpWorthy – Republish of Only a Kid Could Write to a Homeless Shelter – Femi Oke

Huffington Post – Republish of Heartwarming Kid Note of the Day

Liberal America – Republish of A Child Schools Us All in Compassion & Moral Monday Movement

Ripple Kindness Project – Republish of Creating Travel-Size Care Kits for the Homeless

Raleigh Rescue Mission – Republish of Creating Travel-Size Care Kits for the Homeless

Southern Living – Article featuring my cross-country volunteer trip

Notable Speaking Engagements and Published Works

Arcadia Publishing – Contracted Author for upcoming book on Raleigh Underground

Pecha Kucha – Anchor speaker on Super Hero volunteerism

Raleigh Women’s Club – Speaker on Activate Good and volunteerism

Triangle Downtowner – Author on multiple articles

Oak City Hustle – Author on multiple articles

Touched by Wonder – Life as We Know It

Live to Serve, Love to Serve – Smiles Change the World

HOPE Magazine – Cross-Country Volunteerism

Candid Slice – 75+ publications / articles

Raleigh Underground Article – Shared 24,000 times with 3 million+ Readers

Village Subway Article – Shared 12,000 times with 1 million+ Readers