

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.



**Social Media
Strategist and
Digital Influencer**

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**Community Influencer, Hidden History Segment, ABC11 WTVD
January 2018 - Current**

I explore Raleigh's hidden history firsthand by venturing into abandoned buildings, historic hospitals, and underground tunnels. Through a blend of storytelling, collected oral histories and interviews, and urban exploration photography, I uncover forgotten and lost memories and mysteries from our city's past.

**Digital Marketing & Social Media Manager, TheeDesign, October
2014-July 2015, then again April 2017 - April 2018**

I manage all our company's social media strategies and act as point-person for all client social media campaigns. I provide training to team members in all aspects of social media, including creating viral content, utilizing live streaming, and building connections and PR through social media. I assist in the development of our content calendar and outreach strategy, sending press releases, and building links through guest blogging on other publications.

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 backlinks, light graphic design work, and social media management.

**Freelance Digital Marketing Specialist and Content Strategist, March
2016-April 2017**

I worked with a number of local businesses—including Chirba Chirba Dumpling, Cirque De Vol Productions, Oak City Hustle Magazine, Imaginovation, Triangle Downtowner Magazine, and BOOM! Magazine—to create compelling content, organize downtown Raleigh events, and manage social media. I assisted with Activate Good's social media for specific events, including the 9/11 Day of Service and Raleigh Typhoon. I was also involved in promotions for the World of Beer Festival and Hopscotch Festival, interviewing influencers and publishing content for Oak City Productions, who was contracted to create the print collateral for these events.

I also worked with several producers for national television shows, including Southbound on CMT, by guiding them to hot spots around Raleigh for their episode on the Triangle area.

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.

Candid Slice Media, LLC 2012-Present

I founded Candid Slice, a millennial centric 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 Publisher and 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.

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 55,000 times

Village Subway Article – Shared 25,000 times