

BRENTHEARD

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Professional Summary

Experienced professional with a full range of both hard and soft skills. Wide-ranging experience and critical thinking dexterity to support the organization's mission as a versatile and valued asset. Commitment to results, uncommon curiosity and the desire to quickly get up to speed on mission-critical information. Skilled at effectively communicating and collaborating with subject-matter experts to make sense of complex issues and formulate effective action plans.

Skills

Advertising
Branding
Consulting
Direct mail
Email marketing
Graphic design
Inventory management
Leadership

Marketing and communication
Windows applications
Organizational skills
Project management
Trade shows
Video production
Web content management
Writing

Experience

Team Lead-Healthcare – 04/2018 to Current
UPS Supply Chain Solutions – Harrisburg, Pa.

- Leveraged leadership and organizational skills to augment teams in the launch of new distribution operations for healthcare clients Johnson & Johnson, Illumina and Pure Encapsulations
- Met meticulous requirements for quality and accuracy by remaining organized and professional in performing a variety of receiving, inspection, inventory control, order control and shipping functions
- Quickly learned and employed complex, cloud-based inventory management and order control systems as well as standard Windows applications to perform required operations

Marketing Communications Director – 10/2010 to 10/2017
Insurance Agents & Brokers (IA&B) – Mechanicsburg, Pa.

- Achieved consistently high member retention (90-95 percent) through creation and implementation of marketing, communications and branding strategies and tactics promoting the foremost professional association serving independent insurance agents in Pa., Md. and Del.
- Collaborated with internal clients and external resources to develop and execute integrated marketing plans that boosted membership renewals, education enrollment, professional liability insurance sales, consulting engagements, PAC contributions and other revenue streams
- Conceived and managed all facets of a rebranding campaign that achieved a fresh external look and inspired an internal effort to better understand and respond to each member's needs
- Researched market forces, industry trends and member feedback to contribute to organizational planning discussions

- Informed decisions were made in collaboration with internal subject-matter experts and senior leadership
- Inspired support staff, graphic designers, print vendors, video producers and others to produce creative print pieces, videos and other marketing collateral
- Managed the reconstruction of IA&B's website by an external partner and had ongoing responsibility for site content creation and management
- Utilized a content management system and worked with HTML for both website maintenance and email marketing
- Utilized cloud-based project management software to assign, schedule, and track multiple tasks associated with a wide variety of marketing projects
- Facilitated personal interaction with members and prospects through booths at trade shows, conventions and educational events attended by independent agents
- Collaborated with IT on leveraging the association database to more accurately target member and prospect communications and marketing initiatives
- Determined target demographics and devised strategic marketing initiatives to reach target audiences

Client Manager, Marketing & Communications – 06/2006 to 02/2010

Penn State Health: Milton S. Hershey Medical Center – Hershey, PA

- Grew patient volumes and revenue by working collaboratively with senior department managers on the development of marketing and communication strategy for several clinical service lines
- Conceived and managed projects promoting my clients: Heart & Vascular Institute, Bone & Joint Institute, Dept. of Psychiatry and Dept. of Nursing
- Wrote creative briefs and copy then consulted with graphic designers, photographers and video producers on the production of award-winning advertising, direct mail, patient education and marketing collateral pieces
- Led media outreach by fostering relationships with reporters and by developing and pitching compelling patient stories that illustrated the clinical expertise of the medical center
- Managed my clients' presence at events for public education, fundraising and/or physician outreach

Education

Bachelor of Arts – Mass Communications

Elizabethtown College - Elizabethtown, Pa.

Combined a strong liberal arts foundation with real-world-focused mass communications coursework and extra-curricular activities. Held leadership roles in campus media writing and production.

Affiliations

- American Society of Association Executives (2011-2012)
- International Assoc. of Business Communicators – IABC (2003-2012)
–*President IABC/Harrisburg (2008-2010)*