

HEATHER CELORIA

MARKETING MANAGER



GET IN TOUCH



(863) 838-4539



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706 S Ingraham Avenue
Apartment F
Lakeland, FL 33801

ABOUT

Applied technology insights with more than fifteen years of project management and marketing technology stack consulting for large and small companies in a variety of industries.

History of orchestrating successful communications strategies and marketing initiatives designed to undergird brand objectives, create culture, and increase revenue. Exceptional wordsmith.

Refined relationship-building skills with internal corporate communications, team building and training, and public relations education and experience.

WORK EXPERIENCE

W

Coldwell Banker Commercial Saunders Real Estate and Coldwell Banker Commercial Saunders Ralston Dantzler Realty | Lakeland, Florida | 2017-Present

Marketing Manager

Configure, develop strategy, and manage a team of six full-time professional marketing staff plus part-time contractors, and external vendors to create, execute, and assess marketing efforts for two large commercial real estate companies.

- Direct and develop full spectrum of marketing, advertising, and public relations initiatives using print, video, social media, SEO, mobile, content, and email marketing.
- Assess and compile marketing technology stack including CMS, CRM, and project management systems to create identifiable production and process improvements.
- Write, edit, and clarify the voice of corporate communications and produce compelling special projects to pitch services and market unique properties.

Dominion Marketing Communications/Celoria, Inc./3C Media Services Lakeland, Florida | 2004-2015

President, Vice President

Founded creative boutiques for marketing, communications, and production services.

Worked with a variety of clients on projects including web development, design, and social media. When working in teams, the primary focus was consulting with clients to develop strategy, project management, and writing.

- Assisted smaller companies with technology to implement comprehensive communications strategies with improved process automations.
- Wrote marketing content for multiple businesses to produce web sites, brochures, sales materials, white papers, press releases, social media posts, and video production scripts.
- Remotely produced monthly magazine and launched a local publication.

The Ledger/New York Times Company | Lakeland, Florida | 1999-2004

Internet Marketing Manager

As one of the first internet marketing professionals in the New York Times Regional Newspaper Group, created streams of revenue for local newspaper's newly-established online presence.

- Developed multiple lines of new business and shared best practices with other NYTimes publications.
- Functioned at 30% over profitability budget.
- Trained sales teams of up to 50 people in new technologies.
- Managed multiple technology vendor relationships.

BREED Technologies | Lakeland, Florida | 1998-1999

Corporate Communications Specialist

Responsible for employee communications for international automotive safety systems company.

- Designed employee communications programs for global manufacturing company with over 17,000 employees in thirteen countries.
- Coordinated creation of company's first intranet and played key role in redesign of external web site.
- Coordinated United Way campaign and doubled pledge from previous year.

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EDUCATION

Asbury Theological Seminary
Wilmore, Kentucky
Master of Divinity 2016

University of Florida
Gainesville, Florida
Bachelor of Science in Public Relations
Minor in Business Administration
1993

REFERENCES

Available Upon Request

SELECTED HIGHLIGHTS

S

- \$1 million budget responsibility
- Chairman's Award for Internet Marketing, New York Times Company
- Managed internal corporate communications for over 17,000 employees
- Published writer

BUSINESS SKILLS

B

- Marketing
- Project Management
- Team Management
- Training
- Vendor Management
- Digital Marketing
- Content Marketing
- Database Marketing
- Direct Mail
- Publications
- Event Management
- Public Relations
- Business Development
- B2C E-Commerce
- Writing
- Content Development
- Journalism

TECHNOLOGY SKILLS

T

- CMS: Maestro, Salesforce, ClientLook
- TeamGantt
- Trello
- Zapier
- Adobe Creative Suite
- Light HTML
- Google Analytics
- Facebook
- Twitter
- LinkedIn
- Instagram
- Mailchimp
- Wufoo
- Hootsuite
- Youtube
- Google PPC
- Proprietary GIS Mapping System
- Accounting Systems
- Joomla!
- Wordpress
- Moodle
- Squarespace

ADDITIONAL STRENGTHS

A

PERSONAL ATTRIBUTES

- Gallup Clifton Strengths Assessment results are: Connectedness, Intellection, Strategic, and Relator. Full assessment and explanations are available at heatherceloria.com.
- Trained and experienced in interpersonal communication, listening, and empathy skills through ministry training which included a five-year post-graduate degree program.
- Highly encouraging to others with a committed philosophy of service to coworkers, staff, and supervisors.

HONORS & AWARDS

- Chairman's Award for Internet Marketing, New York Times Company

PROFESSIONAL AND COMMUNITY ACTIVITIES

- Member, American Marketing Association
- Studying for AMA PCM Certification, expected completion July 2018
- Studying for PMP Certification, expected completion September 2018
- Serving on City of Lakeland Committee for Affordable Housing Review 2017-2019
- Nominee for Leadership Lakeland Class of 2017-2018