



HEATHER HAWTHORNE

Proven Branding & Content Marketing Specialist

I am an agile, articulate, experienced marketer whose design and communication acumen helps build authentic brands and finely-tuned strategies. Since 2012, discerning business owners in financial services, executive coaching, technology, and healthcare have trusted me to cast their vision into words and visual designs that convey the essence of their brand. I am fascinated by possibilities, inspired by stories, compelled by efficiency, and fueled by collaborative work.

Top Skills

Brand Identity Design
Brand Management
Content Marketing
Visual Messaging Design
Copywriting
Marketing Process Optimization
Team/Vendor Relationship Management
Client Experience
Advocate & Unifier
Resilient & Inquisitive
Self-Starter

Education

BA in Journalism & Mass Communications,
Cum Laude, University of South Carolina

Get in Touch

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Portfolio

notableworks.online

Specific examples of collateral and campaign results outlined in Work & Accomplishments available on request

Work & Accomplishments

Director of Marketing, Integrated Financial Group January 2019 to Present

- Established IFG's first-ever marketing department in 2019 and pioneered a boutique firm within it offering customized fee-for-service marketing solutions to advisor members.
- Spearheaded the launch of over 20 financial advisor brands from 2019-2022.
- Designed and monitored advisor recruiting campaigns that contributed to IFG more than doubling its assets under management between 2015 and 2022.
- Orchestrated IFG's 2021 rebrand including logo and website design, copywriting, content strategy, and marketing asset updates across 5 departments and 50+ member firms.
- Instituted a branding and content design process for annual company conference: theme, session content, PowerPoint, attendee collateral, signage.
- Engineered a subscription content marketing service for advisor members that combined turnkey offerings with unique branded content to generate consistent client recognition and engagement at a competitive pricepoint.
- Recruited and managed relationships with external graphic design, website development, videography, digital ad, and virtual administrative teams.
- Accelerated project turnaround times with near-perfect record for financial services industry-compliant language in marketing materials review.
- Enhanced understanding of complex financial concepts (B2B, B2C) with copywriting and visual design skills.
- Developed a monthly project management system in Monday.com to refine tracking and reporting.

Independent Marketing Consultant, wordSTUDIO January 2012 to December 2018

- Launched business as a personal branding consultant for financial advisors and small business professionals.
- Created a discovery questionnaire and replicable process to help clients identify their mission, vision, and unique selling propositions to effectively design and position their brand competitively in the marketplace.
- Directed first brand refresh for IFG in 2012 that solidified the company's value proposition, established their social media presence, and defined their content strategy.
- Stop-gapped disconnect between financial advisors and one-size-fits-all marketing companies with branding, copywriting, and project management services to produce unique brands with template websites.
- Acquired, retained, and grew financial advisor client base over 5 years, leading to eventual hire as Director of Marketing for Integrated Financial Group in January 2019.