



HEATHER HAWTHORNE

Agile & Effective Marketing Leader

"A collaborative leader who excels in blending innovative ideas with finely tuned marketing strategies. An expert marketer with creative design, content strategy, and copywriting acumen who builds and unifies teams to position, target, and grow memorable brands. Innately curious with polished communication skills to uncover stories, build relationships, and be the ultimate brand advocate."

Get in Touch

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Top Skills

Brand Identity Design
Brand Management
Creative & Content Strategy
Copywriting
Social Media & Digital Strategy
Visual Messaging Design
Marketing Process Optimization
Client Experience

Education

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

Portfolio

notablework.online

Specific examples of collateral and campaign results outlined in Professional Accomplishments available on request.

Professional Accomplishments

Director of Marketing, Integrated Financial Group January 2019 to Present

- Established first-ever marketing department in 2019; pioneered a boutique firm within it offering customized fee-for-service marketing solutions to advisor members.
- Spearheaded launch of over 20 financial advisor brands from 2019-2022.
- Designed and monitored advisor recruiting campaigns; more than doubled assets under management between 2015 and 2022.
- Orchestrated 2021 rebrand including logo, website design, copywriting, content strategy, and marketing asset updates across 5 departments and 50+ member firms.
- Instituted branding and content design process for annual conference.
- Developed subscription content marketing service combining turnkey offerings with unique branded content, generating consistent client recognition and engagement at a competitive price point.
- Recruited and managed relationships with external graphic design, website development, videography, digital ad, and virtual administrative teams.
- Accelerated project turnaround times with near-perfect compliance review record.

Independent Marketing Consultant, wordSTUDIO January 2012 to December 2018

- Personal branding consultant for financial advisors and small business professionals.
- Created 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.