

Christopher Heaney

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Profile

Meticulous marketing professional who combines a researcher's attention to detail and fierce devotion to accuracy with a visually creative fluency. Frequently demonstrated ability to establish and follow deliberate and systematic research and analytic methods that consistently produce insightful conclusions to guide strategic decisions. Thrives in collaborative environments that require a breadth of marketing and communications skills.



Work Experience

04/2014
present

Event Promoter

React Presents

Leveraged social media platforms to promote live performances and drive attendance at two of Chicago's premier nightclubs. Created and promoted fresh content on Facebook, Twitter, Instagram and Snapchat targeting 21-30 year old Chicago residents and attracting hundreds of patrons.

01/2014
04/2014

Marketing/Communications Intern

Massage Therapy Foundation

Designed and produced promotional marketing materials, edited the company's website, and conducted internal market research. Designed a printed informational brochure and multiple flyers for the foundation, and organized and gathered information on past research grant recipients/organizations that received funding from the foundation.

09/2013
12/2013

Directed Study Program

Loyola University Chicago

Conducted a directed social media study with Loyola Public Relations Professor, David Kamerer. Collected, evaluated and categorized customer comments provided to Yelp - the preeminent restaurant and business review site - and compared my results with my professor's independent findings.

05/2011
08/2011

Account Planning Intern

Stern Advertising

Performed competitive analysis on Stern's local and regional agency competitors. Gathered detailed data about each firm, including their clients, size and billings. Compiled all of the information in an Excel spreadsheet and presented my research findings to the agency's account planner.

05/2010
06/2010

Research/Development Intern

Adcom

Gathered data and researched current trends in social networking use, mobile Internet usage, and mobile usage among young adults for Cleveland's University School. My research provided the empirical data necessary to direct the school's emerging social media and mobile technology strategies. Presented findings to the school's marketing director and staff, as well as to the agency's account strategist.



Projects

● Advertising Campaign

Fiat

Role(s): Market Researcher, Social Media, Non-Traditional Advertising

Info: Researched current U.S. auto market, Fiat's competitors, target demographics, developed and created social media/non-traditional advertising

● Market Research/Analysis Among Young Adults

University School

Role(s): Market Researcher/Analyst

Info: Researched and gathered data on smartphone and app usage young adults for the purpose of developing a mobile technology strategy for incoming students at Cleveland's University School

● Brochure Design

Massage Therapy Foundation

Role(s): Graphic Designer

Info: Designed an informational brochure for the foundation to be used at functions, fundraisers, and conferences

● Booklet Design

ID&T's Sensation White Event

Role(s): Graphic Designer

Info: Designed a booklet/invitation to one of the world's largest indoor dance events as part of a class project to design a fundraising event invitation



Skillset

Market Research



InDesign



Copywriting



Photoshop



WordPress



Illustrator



Social Media



Education

Loyola University Chicago

BA Advertising - Minor in Visual Communications



Social Connections

Twitter: @chrisheaney91

LinkedIn: linkedin.com/in/chrismheaney

Blog: chrisheaney.com