

# Christopher Heaney

☎ (216) 704-0065

✉ cmheaney91@gmail.com

📍 210 North Wells Street, Apt 2605  
Chicago, IL 60606



## Profile

Marketing professional who combines a researcher's attention to detail with 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

01/2016  
Present

### Marketing Assistant

[Bailey Edward Design, Inc.](#)

Execute and support various the day-to-day marketing activities, working closely with the company's Marketing Director, President and senior-level staff. Primarily responsible for the creation, management and execution of proposals for potential projects worth millions of dollars. Other tasks include updating the company's CRM database, assisting the marketing director, updating corporate branding, creating marketing materials such as brochure lists and informational handouts, and writing newsletter and website content.

08/2015  
12/2015

### Marketing and Social Media Coordinator

[Wedding Bands & Co.](#)

Assisted in the daily ideation, design and production of digital and print marketing initiatives. Provided daily management of the company's social media platforms, including producing and monitoring content. Maintained corporate brand elements through the design of company email signatures, letterhead, business cards, invitations, brochures and website images.

04/2014  
08/2015

### 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 Kameron. 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.



## 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

### ● 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

### ● Corporate Branding Updates

Bailey Edward Branding Overhaul

Role(s): Graphic Designer

Info: Worked alongside senior level staff and company co-founders to develop and create new branding elements and guidelines for our marketing materials such as project pages, resumes and brochures.



## Skills

Market Research

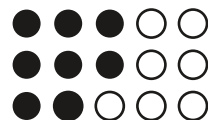
Project Management

CRM Software - Cosential

InDesign

Photoshop

Illustrator



## Education

Loyola University Chicago

BA Advertising - Minor in Visual Communications

Loyola School of Communication's Dean's List: 2011, 2012, 2013



## Social Connections

Twitter: @chrisheaney91

LinkedIn: linkedin.com/in/chrismheaney

Blog: chrisheaney.com