HEATHER HARSHMAN

BRAND STRATEGY | INTEGRATED MARKETING | CREATIVE LEADERSHIP

Atlanta, GA | hbharshman@gmail.com | linkedin.com/in/heatherbatchelor | heatherharshman.com

EXECUTIVE SUMMARY

Brand and marketing strategist with 20+ years of experience spanning global campaign development, creative leadership, and performance marketing. Originates consumer-facing campaign concepts, influences creative direction across agency partners, and builds teams and capabilities that strengthen marketing execution. Combines creative expertise with an M.S. in Integrated Marketing and experience using consumer insights and performance data to guide strategy, engage audiences, and support business growth.

CORE COMPETENCIES

Brand Strategy and Development: Brand Positioning | Global Campaign Strategy | Integrated Marketing | Consumer Insights

Digital Marketing and Technology: Digital Experience Strategy | UX/UI | Performance Marketing | Marketing Analytics

Creative Strategy and Innovation: Creative Direction | Brand Storytelling | Interactive Campaigns | Campaign Development

Leadership and Business Growth: Team Leadership | Agency Partnerships | Cross-Functional Collaboration | Business Development

SELECTED ACHIEVEMENTS

Global Brand Campaign Strategy: Developed original campaign platforms for McDonald's globally launched Happy Meal partnerships with Sanrio and BTS, unifying storytelling across digital gaming, physical toys, and in-store promotions. Secured executive approval for integrated concepts that shaped consumer experiences across channels. (The Marketing Store)

Expanded In-House Marketing Capabilities: Eliminated reliance on outsourced routine creative production by building Response Media's first five-person creative department. Expanded the agency's digital marketing services, accelerated campaign testing, and supported new business growth. (Response Media)

Customer Acquisition and Conversion: Led the mobile UX/UI redesign for Enfamil's New Beginnings program, streamlining the digital registration experience for new and expecting parents and contributing to a reported 40% increase in user onboarding. Strengthened customer acquisition by improving the mobile experience for capturing prospective customer information. (Response Media)

Data-Informed Marketing Performance: Contributed to a reported 60% increase in engagement for buybuy BABY through an interactive digital catalog and a reported 55% average increase in website traffic for Dollar General through targeted landing pages, connecting digital experiences with measurable marketing objectives. (PureRed)

PROFESSIONAL EXPERIENCE

THE MARKETING STORE
Associate Creative Director **Dec 2022 – Oct 2026**
Global promotional marketing agency developing integrated brand campaigns and consumer experiences.

Expanded from digital creative leadership into global campaign concept development, working with senior McDonald's marketing stakeholders and multidisciplinary teams to develop promotional programs for global audiences.

- **Global Campaign Architecture:** Originated the Sanrio Road Trip narrative and co-developed BTS/TinyTan Magic Doors, creating campaign concepts approved and launched globally across toys, digital gaming, and retail.
- **Executive Strategy Engagement:** Secured senior McDonald's marketing approval for original campaign concepts through direct executive presentations, shaping creative direction carried forward by agency partners.
- **Long-Range Brand Planning:** Contributed to digital promotional planning through 2027, evaluating prospective entertainment partnerships, analyzing competitor campaigns, and identifying opportunities for integrated brand experiences.
- **Cross-Agency Creative Alignment:** Influenced Wieden+Kennedy's television creative by aligning digital gaming, toy development, packaging, and retail storytelling around cohesive campaign narratives.
- **Digital Experience Development:** Advanced interactive campaign concepts by partnering with UX and development leads on creative feasibility, experience design, and production handoffs for global promotions.

RESPONSE MEDIA
Creative Director **Jun 2015 – Dec 2022**
Data-driven marketing agency specializing in customer acquisition, engagement, and integrated campaigns.

Directed creative strategy and multidisciplinary teams for national consumer brands, expanding the agency's digital marketing capabilities and connecting creative development with measurable marketing objectives.

- **Creative Department Leadership:** Built and managed a five-person multidisciplinary team of designers, copywriters, and production specialists, establishing internal leadership and creative capabilities to support national client campaigns.
- **Integrated Marketing Strategy:** Expanded the agency's digital campaign capabilities across email, social media, advertising, and landing pages, strengthening its ability to support client acquisition and engagement.
- **Performance Marketing Optimization:** Strengthened campaign responsiveness by using click-through rates, registration data, email opt-ins, and A/B testing results to guide creative adjustments during active campaigns.
- **New Business Development:** Helped secure Silk, So Delicious, International Delight, Enfamil, and Sola Salon Studios accounts through original campaign concepts, pitch strategies, and executive presentations.
- **Creative Operations Transformation:** Accelerated campaign revisions and A/B testing by introducing Wrike, standardized creative briefs, and streamlined internal workflows that improved production efficiency and campaign responsiveness.

PURERED
Senior Interactive Art Director **Feb 2013 – Jun 2015**

Marketing and creative agency developing integrated retail campaigns and digital experiences for national consumer brands.

- **Digital Marketing Strategy:** Developed interactive retail campaigns for Bed Bath & Beyond, buybuy BABY, and Christmas Tree Shops, connecting digital shopping experiences with customer engagement and brand objectives.
- **Interactive Commerce Innovation:** Designed interactive UX and product hotspots for buybuy BABY's parallax digital catalog, collaborating with studio and development teams to connect product discovery with online shopping.
- **Digital Acquisition Campaigns:** Developed targeted landing pages and email campaigns supporting retail traffic, customer acquisition, and audience engagement objectives.

ADDITIONAL EXPERIENCE

PLP LOGISTICS | Marketing Director / Consultant | 2014–2018
Developed B2B brand strategy, corporate messaging, digital marketing, and sales enablement materials for a logistics company recognized on the Inc. 5000 list for three consecutive years. Conducted market research and evaluated marketing program ROI to inform recommendations and support brand visibility and business development.

BATCHELOR DESIGN STUDIO | President | 2006–2022
Operated an independent creative consulting practice alongside agency leadership roles, delivering brand identity, digital marketing, and communications for clients including Carter's, Dress for Success, the City of Atlanta, and Georgia Aquarium.

Earlier Professional Experience
Cornerstone Media Group | Art Director
Career Sports & Entertainment | Senior Designer
Studio 101 | Senior Designer
Hartmann Studios | Graphic Artist

EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Science, Integrated Marketing | Lasell College
Bachelor of Fine Arts, Graphic Design | Art Institute of Atlanta
Certificate, Web Design | Emory Center for Lifelong Learning