

HEATHER MULLANE BEAN

Brand Creator, Digital Marketer, CX Champion

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WORK EXPERIENCE

GUARDAIR CORPORATION (GUARDAIR, AIRSPADE & ALLPAX - INDUSTRIAL/ARBOR/UTILITY BRANDS)

Marketing Director - October 2013 - Current

Lead marketing, eCommerce and customer experience efforts at this pneumatic tool manufacturer. Successfully on-boarded an eCommerce platform, cloud-based CRM system, marketing automation platform, cloud-based project management tool, cloud-based product content management platform, website live chat platform, paid media search and social outreach programs. Manage marketplace eCommerce strategy and execution including Amazon. Completed a multi-brand refresh and consolidation.

W.F. YOUNG, INC. (ABSORBINE, ABSORBINE JR. & CHARCOCAPS - ANIMAL/CONSUMER HEALTHCARE BRANDS)

Marketing Manager - October 2005 - October 2013

Spent eight years managing marketing programs for this premier global animal healthcare company. Promoted from Junior Brand Manager to Brand Manager to Marketing Manager. Successfully set-up Amazon account, launched numerous new products including a livestock line to Tractor Supply, developed trade-oriented promotions, two consumer-facing websites, an Intranet, a project management platform and countless account-based marketing programs.

OMNIGLOW CORPORATION (GLOWSTICKS – RETAIL/PARTY GOODS STORES/SAFETY/MILITARY BRANDS)

Global Marketing Manager & Sales Analyst - September 2004 - October 2005

Corporate marketing liaison for international affiliate offices and distributors of this glow stick manufacturer (including Canada, Mexico, UK, France, Spain, Japan and China). Collected and analyzed global sales data to measure performance. Assisted in the development of French website and UK eCommerce platform.

ADDISON WESLEY (PEARSON TECHNOLOGY BOOKS IMPRINT - PENGUIN BOOKS)

Marketing Specialist - January 2003 - August 2004

Implemented global media relations, publicity mailings, book review placements and user group support for Computer Science books created by this globally recognized publishing house. Collaborated with technology authors to support their speaking engagements. Wrote and edited technical copy for book jackets, marketing collateral, and promotional materials.

@STAKE, INC. (DIGITAL SECURITY CONSULTANCY START-UP - ACQUIRED BY SYMANTEC)

Marketing Associate & Event Manager - August 2000 - January 2003

Created and managed global events program including all speaker placement, tradeshow planning and on-site management. Managed tactics and logistics for company-sponsored, 12-city seminar series. Wrote for the corporate blog. Assisted in the development and launch of corporate training center. Performed all training center administrative duties.

TECHNOLOGY EXPERTISE

Content Management Systems: WordPress, SquareSpace, Joomla, Custom • *eCommerce:* Shopify, MijoShop, Amazon Vendor & Seller Central • *Cloud-Based Project Management:* Basecamp, Trello, Podio • *CRM & Marketing Automation:* SugarCRM, Highrise, Act!, Act-On • *Social Media:* Buffer, LinkedIn, Facebook, Pinterest, Instagram, Twitter, YouTube • *Email:* Constant Contact, Mail Chimp • *Basic Graphics & File Sharing:* Photoshop Elements, Gimp, Dropbox, Hightail • *Other:* Power BI, Salsify, Zapier, Wordstream, Google Adwords, Google Analytics, GetFeedback.com, SurveyMonkey, Go Daddy, Macola ERP • MS Office Suite

EDUCATION

BACHELOR OF ARTS – ENGLISH - *Seton Hall University - Graduation 1999*

MASTER OF SCIENCE - COMMUNICATION & INFO MANAGEMENT - *Baypath University - Graduation 2007*

INTERESTS

Beekeeping: Resident beekeeper of Honey Bean Farm. My time is focused on organic beekeeping practices, actively preserving pollinator habitats and managing branding and eCommerce efforts including Amazon Merch. www.honeybeanfarm.com

Burgers & Ice Cream: Co-owner of Mountain View Drive In, a seasonal drive-in restaurant in Western Massachusetts. My time is focused on eCommerce, digital/retail marketing and bookkeeping efforts. www.mtviewhampden.com