

Heather Thomas

804.617.1929 | Maple Valley, WA 98038 | heather@heathersconcepts.com | [LinkedIn](#) | [Content Projects](#) | [Portfolio](#)

Director, Marketing | Program Manager | Product Marketing and Marketing Operations

Collaborative professional with 8+ years of experience in program management, product marketing, and production who applies empathy, organization, and analytical skills creatively to strengthen ideas, foster creativity and multi-disciplinary partnerships, and drive memorable experiences for customers and internal teams.

Strengths: Analysis, Communication, Data Analytics, Digital Marketing, Empathy, Interpersonal Skills, Mentorship, Organization, Prioritization, Program Management, Strategic Thinking, Storytelling, Systems Thinking, Training

Recent Experience

ABC Legal Services | Seattle, WA | July 2020 – Present

Director, Marketing | ABC Legal Services | January 2024 – Present

- Manage and enable a team of 4+ marketing professionals in the development of multi-channel marketing campaigns, supporting 10% growth month over month, year to date
- Create dashboards; monitor and analyze performance of key marketing KPIs and campaigns, as well as customer journeys, customer engagement and customer health, to outline marketing strategies
- Promoted in recognition of ongoing mentorship of team and logistic leadership for marketing programs supporting a 1.67x increase in new customer acquisition in a key segment for diversification, year over year

Product Marketing Manager | ABC Legal Services | January 2021 – January 2024

- Prioritized marketing backlog in Jira; align programs and projects into bi-weekly sprints for a 6-person team, providing onboarding and strategic guidance on projects for full team, managing 1 direct report
- Owned 500K+ contact customer relationship management tool (CRM), provide training and support for 10+ teams; designed workflows to meet user requirements, and triaged API functionality with developers
- Championed messaging and value propositions for a suite of 20+ services on a leading legal tech SaaS platform, planning product launches and engaging with stakeholders, developers, and internal teams
- Collaborated with agile development teams, product owners, and stakeholders during quarterly increment planning sessions to determine goals and scope for upcoming sprints for new technology projects
- Acted as the voice of the customer and brand advocate while supervising marketing vendor user experience (UX) projects (resulted in 15% more new users, 30% higher conversions, 40% fewer bounces year over year)

Digital Marketing Specialist | ABC Legal Services | July 2020 – January 2021

- Led planning, research, and documentation for cross-functional brand, sales enablement, and communication projects, engaging with stakeholders across all levels of the organization
- Defined user stories, writing epics in Jira and creating detailed documentation to allow stakeholders and the product team to explore requirements to plan and assess value for select customer experience initiatives
- Drove 1.7x increase in monthly online revenue for the B2B website through lead generation, automation, and customer-facing content creation; delivered 20+ blog posts, emails, webinars, and landing pages

Classic Accessories, LLC | Kent, WA | July 2016 – January 2020

Brand Marketing Specialist | Classic Accessories, LLC | September 2019 – January 2020

- Developed go-to-market plans to support product launches, as well as marketing content roadmaps to support in-market B2C products in varying stages of maturity including legacy, growth, and decline
- Analyzed data to identify trends and report on KPIs; managed a \$2.6M ad budget, advising leadership on strategy and content considerations for key product launches with different e-commerce platform partners
- Defined value propositions, positioning, and messaging for 3 brands; centralized customer-facing copy, working with sales, support, creative, and product teams to improve content and customer experience

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E-commerce Marketing Specialist | Classic Accessories, LLC | January 2018 – August 2019

- Collaborated with a cross-functional team to develop content strategy and marketing materials for 15 product collections in various product lifecycle stages including go-to-market strategies for 5 product lines
- Streamlined the localization of 1K+ products, driving cost savings of 30%; optimized new processes for managing content including translations in the content management system (CMS)
- Gathered feedback from customers, escalating their concerns to the product team to drive improvements to future iterations of the product or customer support to improve their experience

Lead Production Artist | Classic Accessories, LLC | February 2017 – December 2017

- Designed and implemented new vendor process for efficiency and scale, removing redundancies to eliminate 25% of the steps taken per employee and reduce localization costs with the vendor by 40%
- Coordinated packaging and product merchandising production, including localization, design, and prepress with product development and vendor teams, supporting product launches for 100+ SKUs
- Launched a product lifecycle management tool with document control for packaging assets; documented process and trained 7-member team on use; ran testing and technical discussions with international team

Production Artist | Classic Accessories, LLC | July 2016 – January 2017

- Managed creative projects for 3 key private label partners, collaborating with product managers, vendors, international teams, and each brand's internal stakeholders to develop content for different product lines
- Demonstrated an ability to learn quickly in ambiguous situations and solve complex problems by providing onboarding, training, and ongoing guidance to 2 teammates weeks after starting

Platforms and Programs

Programming Languages: HTML, CSS, SQL

Microsoft Office: Excel, Outlook, Power BI, PowerPoint, Teams, Visio, Word

Atlassian Suite: Confluence, Jira, Trello

Adobe Creative Suite: After Effects, Dreamweaver, InDesign, Illustrator, Photoshop, Premiere

Other Platforms: Alteryx Designer, Amazon (AMS, DSP, Brand Store, Vendor Central, ARAP), Asana, Basecamp, Chameleon PLM (Product Lifecycle Management), Constant Contact, Facebook Ads, Figma, Google Ads, Google Analytics, Google Data Studio, HubSpot, Magento, Salsify, Smartsheet, Tableau, WordPress

Certifications/Training

HubSpot Marketing Software Certification, May 2022

Professional Scrum Product Owner I (PSPO), April 2022

Google Project Management Professional Certificate, July 2021

Predictive Analytics Nanodegree, July 2020, Alteryx Designer Core Certification, June 2020

Google Analytics Individual Qualification, June 2020

Archbright Fundamentals of Project Management Course, July 2017

Education

Virginia Commonwealth University | Richmond, VA | August 2011 – May 2015

Bachelor of Fine Arts, Communication Arts: Graduated Magna Cum Laude, University Honors