

David Heiser

Digital & Integrated Marketing Strategist



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SKILLS

Social Content Strategy
Paid Social & Digital Strategy
Data Analysis & Reporting
Brand Planning
Creative Briefs
Comms Planning
User Journeys
Client Presentation
Competitive Analysis
Client Service
Community Management
Employee Management
& Professional Development

HIGHLIGHTS

Built award-winning social presences from the ground up for multiple global brands across diverse industries

Robust experience establishing and leading social analytics efforts for brands and agencies

EDUCATION

B.S., Sociology
B.A., Communication Studies
College of Charleston
Charleston, SC

PERSONAL INTERESTS

Personal Finance
Hip-Hop Music & Culture
Politics & Public Policy
Cooking & International Cuisine
NBA / NFL / MLB

I'm a hybrid strategist with 10 years' experience helping global brands push their boundaries and forge strong connections with consumers in the digital and social space.

My specialty is combining data-driven insights with a deep understanding of online culture and user behavior to inspire and optimize innovative campaign creative that solves business challenges.

PROFESSIONAL EXPERIENCE

TBWA\Media Arts Lab, Los Angeles, CA

June 2017 - Nov 2019

Apple's bespoke global creative agency in the TBWA Worldwide network

Global Senior Interactive Strategist | Shot on iPhone & Apple Masterbrand

- Hired to drive transition of Shot on iPhone from a traditional OOH and broadcast campaign to a fully integrated platform across paid, owned, and earned channels.
- Launched and led strategy for @apple Instagram account, earning two Cannes Lions, two One Show Pencils, and reaching 20M followers faster than any brand in Instagram history while maintaining industry-leading engagement rates.
- Guided digital strategy for global Shot on iPhone "On Tour" / "Earth" / "Selfies" campaigns, as well as Apple's 2018 holiday brand campaign "Share Your Gifts."
- Spearheaded comms planning and secured expanded integration of advertising campaigns with Apple's owned-channel ecosystem, including executions across Apple Music, App Store, Apple retail stores and a broad range of social touchpoints.
- Developed and implemented agency-first organic social analytics framework, defining KPIs, analyzing data, and continually surfacing actionable insights.
- Embedded with creative and media end-to-end throughout campaign process, infusing digital insights and platform expertise to ensure a truly digital product.

Zócalo Group, a division of Critical Mass, Chicago, IL

Jan 2010 - April 2017

Clients: Nissan, Subway Restaurants, VMWare, Hormel, ASICS, Cricket Wireless

Senior Social Strategist | Senior Account Supervisor

2016 - 2017

Senior Social Strategist | Account Supervisor

2014 - 2016

Social Strategist | Senior Account Executive

2012 - 2014

Social Strategist | Account Executive

2011 - 2012

Junior Social Strategist | Assistant Account Executive

2010 - 2011

- Managed multiple teams in a dual strategy and account service role, acting as primary contact for senior clients while owning planning process for key projects.
- Led content and editorial strategy for Nissan's five brand-level social channels, helping a challenger brand generate best-in-class engagement rates across Facebook, Twitter, and Instagram with limited creative resources.
- Developed and implemented paid social strategies for Nissan, Subway, and VMWare, executing campaigns across Facebook, Twitter, LinkedIn, and Reddit.
- Created Nissan's owned-social reporting process, establishing KPIs/goals, preparing monthly reports, and uncovering performance trends to optimize content mix.
- Oversaw four community managers for Nissan and Subway social channels with more than 20M combined followers, implementing processes that allowed the brands to respond to more fans faster than any of their competitors.
- Quarterbacked Nissan's "Fan-Fueled Traditions" digital campaign to support NCAA sponsorship, including 20 short-form documentaries based on crowd-sourced topics.