

David Heiser

INTEGRATED STRATEGY DIRECTOR



330.819.1565



dgheiser@gmail.com



linkedin.com/in/davidgheiser

SKILLS

Social Content Strategy
Paid Social & Digital Strategy
Data Analysis & Reporting
Comms Planning
Creative Briefs
Agency Integration
Verbal Communication & Presentations
Competitive Analysis
Influencer Strategy
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 data 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
NBA / NFL / MLB
Politics & Public Policy
Cooking & International Cuisine
Board Games

I'm a hybrid strategic leader with 11 years' experience and a proven track record of growing global tech, automotive, CPG, and QSR brands by forging stronger connections with their customers through paid, earned, and owned media.

I specialize in combining data-driven insights with a deep understanding of online culture and user behavior to inspire and optimize engaging creative campaigns that solve business challenges.

PROFESSIONAL EXPERIENCE

TBWA\Chiat\Day, Los Angeles, CA

Nov 2019 - Present

Integrated Strategy Director | Gatorade

- Lead integrated campaign planning for the agency's largest account. Responsible for digital & social strategy, communications planning, and designing rollout approach for all brand and product campaigns.
- Partner with brand planners to craft and present all creative briefs, distilling quantitative and qualitative data into insights that inspire breakthrough creative.
- Serve as a key cross-functional leader, driving alignment and effective collaboration between our internal creative team, media agency, and client-side stakeholders.
- Analyze paid and organic performance data to identify creative learnings and optimization opportunities to enhance future campaigns.

TBWA\Media Arts Lab, Los Angeles, CA

June 2017 - Nov 2019

Global Senior Integrated Strategist | Shot on iPhone & Apple Masterbrand

- Hired in a dual digital and data strategy role to spearhead the 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 content strategy for @apple Instagram account. Grew lifetime #ShotOniPhone usage by more than 1000% and reached 20M followers faster than any brand in Instagram history, while maintaining industry-leading engagement rates.
- Created agency-first social analytics and reporting process, mentoring junior staff in insights identification and continually providing actionable intel to clients and creative.
- Developed impactful digital strategies to successfully launch global Shot on iPhone *On Tour*, *Earth*, and *Selfies* campaigns and 2018 Apple holiday campaign, *Share Your Gifts*.

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

Jan 2010 - April 2017

Award-winning social media and word-of-mouth marketing agency

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

2010 - 2012

- Led multiple teams in a hybrid strategy and account management role, serving as primary contact for senior clients and lead strategist on priority campaigns.
- Oversaw content strategy for Nissan's brand-level social channels, driving best-in-class engagement rates on Instagram, Facebook and Twitter as a challenger brand.
- Managed a team of four community managers for Nissan and Subway social channels with more than 20M combined followers, creating processes that dramatically improved average response time and key sentiment metrics.
- Developed and implemented paid media strategies for Nissan, Subway, and VMware, executing campaigns with investment of more than \$2M across social platforms.