

DAVID HEISER

STRATEGY | MARKETING | BRAND MANAGEMENT

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 Los Angeles, CA

 [Linkedin.com/in/DavidGHeiser](https://www.linkedin.com/in/DavidGHeiser)

SKILLS

Leadership & Talent Development

Cross-functional Collaboration

Brand Strategy

Creative Briefs

Product Launches

Product Positioning

Communications Planning

Social Media Strategy

Paid Social & Digital Strategy

Data Analysis & Reporting

Qualitative Research

Influencer Strategy

EDUCATION

BACHELOR OF ARTS

Communication Studies
College of Charleston
Charleston, SC
2009

BACHELOR OF SCIENCE

Sociology
College of Charleston
Charleston, SC
2009

SUMMARY

I'm a strategic marketing leader with 12 years' experience and a proven track record of growing global technology, CPG, and automotive brands. I specialize in leading cross-functional teams and taking big ideas from high-level strategy down to execution, with deep experience in brand planning, social/digital strategy, communications planning, and data analysis. I'm passionate about creating integrated marketing campaigns that maximize impact across brands' full paid, owned, and earned ecosystems.

PROFESSIONAL EXPERIENCE

DIRECTOR OF INTEGRATED STRATEGY | GATORADE

TBWA\Chiat\Day, Los Angeles, CA

Nov. 2019 - Present

- Lead integrated campaign strategy for the agency's largest account, guiding a cross-functional team of 20+ strategists, creatives, account executives and producers.
- Conduct research, synthesize qualitative and quantitative data, identify consumer insights and write creative briefs for Gatorade brand and product campaigns.
- Manage and strengthen relationships with client-side marketing leads, partner agencies (media / PR / social), social platforms, and digital media companies.
- Ensure best-in-class digital creative and experiences by collaborating with creative teams across campaign lifecycle, infusing insights, inspiration and best practices.
- Oversaw Gatorade's first-ever influencer campaigns on TikTok and Pinterest, as well as first-to-market AR activations on TikTok and Snapchat, consistently surpassing platform benchmarks for engagement.
- Led strategy and execution for the BOLT24 Real Star Awards, the first-ever award show created exclusively for Instagram Stories, earning Cannes Lions and Webby Awards nominations and spiking brand engagement during NBA All-Star Weekend.

GLOBAL SENIOR INTEGRATED STRATEGIST | APPLE

TBWA\Media Arts Lab, Los Angeles, CA

June 2017 - Nov. 2019

- Led integrated digital strategy and developed comms plans for global Shot on iPhone marketing campaigns, as well as Apple's 2018 holiday campaign, "Share Your Gifts."
- Spearheaded enhanced integration of global advertising campaigns with Apple's owned-channel ecosystem, driving significant incremental reach and engagement across Apple Music, Apple.com, the App Store, and Apple retail stores.
- Conducted and presented pre-launch research and category analysis for Apple Arcade and Apple TV+, identifying best practices, conventions, and white-space opportunities to successfully launch new platforms and content properties.
- Launched and led content strategy for @apple Instagram account, growing to 20 million followers faster than any brand in Instagram history and increasing lifetime #ShotOniPhone hashtag usage by more than 1000% (8 million mentions) in two years.
- Created and implemented the agency's first social analytics and reporting process, surfacing actionable intel to optimize creative, as well as mentoring four junior strategists and account executives in insights identification.

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STRATEGY | MARKETING | BRAND MANAGEMENT

TECHNICAL SKILLS

Apple iWork
MacOS & iOS
Microsoft Office
Google Workspace
Instagram | Facebook | TikTok |
Twitter | YouTube | Snapchat |
Reddit | Pinterest
NetBase
GlobalWebIndex
Google Trends | Snapchat Trends |
Pinterest Trends
Unmetric
Sprinklr

AWARDS

CANNES LIONS

Branded Content for Sport - BOLT24
Social Co-Creation & UGC - Apple
Mobile Co-Creation & UGC - Apple
2021 & 2018

THE WEBBY AWARDS

Best Use of Stories - BOLT24
Best Use of Video - Apple
Social Video - Apple
2022, 2019 & 2018

THE ONE SHOW

User-Generated Content - Apple
Community Building - Apple
2018

PR DAILY CONTENT MARKETING AWARDS

Best Use of Social Media - Nissan
2016 & 2015

THE SHORTY AWARDS

Best Real-Time Response - Nissan
Best Use of Social Media for Auto
Industry - Nissan
2015 & 2013

PROFESSIONAL EXPERIENCE *continued*

SENIOR STRATEGIST 2014 - April 2017
STRATEGIST 2011 - 2014
JUNIOR STRATEGIST Jan 2010 - 2011
Zócalo Group, a division of Critical Mass, Chicago, IL

- Oversaw content strategy for Nissan's brand social channels, driving industry-leading engagement rates on Instagram, Facebook and Twitter as a challenger brand with limited creative resources.
- Designed and implemented Nissan's social media analytics framework and reporting process, identifying opportunities for performance optimization across channels.
- Planned, executed, and optimized paid social media buys for Nissan, Subway, and VMware with a total investment of more than \$2 million across Facebook, Twitter, LinkedIn, and Reddit.
- Collaborated seamlessly with partner agencies, including creative, media, multicultural and experiential. Selected to represent the agency as on-site lead for the Nissan United integrated agency team.
- Supervised a team of four community managers for Nissan and Subway social channels with more than 20 million total followers.

PROFESSIONAL DEVELOPMENT

WHARTON PROFESSIONAL CERTIFICATE
IN STRATEGIC MANAGEMENT 2022
GOOGLE ADS DISPLAY CERTIFICATION 2021
GOOGLE ADS APPS CERTIFICATION 2021
SNAPCHAT ADVERTISING ESSENTIALS 2021
SNAPCHAT APPS ESSENTIALS 2021
TWITTER FLIGHT SCHOOL 2020

PERSONAL INTERESTS

Personal Finance & Investing Video Games
NBA / NFL Board Games
Cooking & International Cuisine Politics & Public Policy
Hip-Hop TV & Film
Pour-over Coffee & Cocktail Mixology Crime Novels