

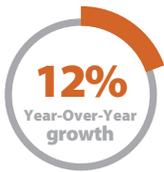
# David Heiman MBA

DIRECTOR/SENIOR DIRECTOR OF MARKETING

## PERSONAL INFO

Phone: (281) 435-5645  
Email: mail@davidheiman.com

An action-oriented director with 15 years in marketing and a proven track record in designing and building integrated marketing programs focused on sales objectives resulting in increased revenue. Senior level leadership with P&L responsibility.



## EDUCATION

**Masters Degree**  
The University of Houston  
Houston, TX  
2005

**Bachelors Degree**  
The University of Texas  
Austin, TX  
2001

## SOFTWARE

PhotoShop Illustrator InDesign DreamWeaver



Acrobat

Excel

PowerPoint

WordPress



## WORK EXPERIENCE

**Containment Solutions, Inc. Conroe, TX** 2006 - Present  
Director of Marketing

Responsible for the development and execution of marketing strategies for the entire business including subdivided product lines. Member of executive management team reporting directly to Vice President. Direct reports include marketing department staff and corporate IT department.

- Engineered corporate re-branding campaign including logo design and strategy, market announcements, and roll-out of re-branding initiative. Project consisted of market research, competitive analysis, concepting, brainstorming, SWOT analysis, and multi-layered decision teams.
- 12% Year-Over-Year revenue growth equating to an EBITDA increase of 75%.
- Constructed lead generation program for 50-person North American sales team credited with 15% increases in product specification, \$5 million market share increase, and sales revenue levels eclipsing revenue goals for 6 consecutive years.
- Budget responsibility for Marketing and IT departments.
- Boosted contractor training by 25% through innovative marketing incentive plan .
- Attained Federal DOT National Waiver Status for product line which led to immediate project revenue of \$100,000+ and tangible competitive advantage for future projects.
- Directed a SEO campaign, specifically targeting Google resulting in 375% increased hits (organically) in 18 months.

### Marketing Manager

- Launched 1<sup>st</sup> North American advertising campaign for underground fuel storage industry, including coordinating 3 language translations, i.e. French, Korean and Spanish.
- Reduced marketing collateral turnaround time by 50% through the use of innovative online and offline communication techniques for sales staff and vendors.
- Designed and managed trade show presence including 36 annual events and a \$200,000 budget.

**Insperty (previously US Datalink) Baytown, TX** 2004 - 2006  
Marketing Manager

- Formalized a customer loyalty program for the top 20% accounts resulting in 15% increased sales.
- Designed marketing plan responsible for solidifying relationships with over 2,500 customers.

**Heiman Marketing The Woodlands, TX** 2002 - 2009  
Creative Director/Consultant

Self-operated firm specializing in creative marketing strategies and consulting. Client projects included: Hill-Rom, Technicolor, Siemens, GE Healthcare, BioCrossroads, Indiana Health Information Exchange (IHIE), Meals on Wheels, Life Beyond Cancer Foundation.

- Secured a \$355 million international account for client based on creative ideas and executed concepts.
- Designed the Technicolor 3D corporate logo.
- Planned, built and launched 15 websites with social media interactivity, blogging, animation and ecommerce functionality. Designed another 12-15 website templates.

**Shell Media, Inc. Austin, TX** 1999 - 2002  
Graphic Designer, Marketing Intern

## SKILLS

