

DAVID GRIFFIN HEISER

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WORK EXPERIENCE

KETCHUM PUBLIC RELATIONS, Chicago, IL, *Brand and Food Practice Intern* June 2009 – present
Global, full-service communications agency.

- Executed content creation, developed community outreach tactics, and prepared biweekly client status updates for the Wendy's High School Heisman Alumni Network, a social network created for program alumni. Community membership has expanded by more than 20 times its original size since June 2009.
- Conducted extensive, strategic media outreach resulting in more than 15 print, broadcast, and online placements in key markets for the Wendy's High School Heisman, Hebrew National hot dogs and International Delight coffee creamers.
- Managed media coverage trackers for up to six accounts simultaneously, including the National Cattlemen's Beef Association, Kleenex Anti-Viral, Marie Callender's, and Orville Redenbacher.
- Assisted in planning and execution of major client events, including the National Beef Cook-Off, International Delight's "Take Your Mug to Work Day" and a satellite media tour for Marie Callender's Pasta al Dente.

RAWLE MURDY, Charleston, SC, *Public Relations Intern* January 2009 – May 2009
Largest full-service marketing-communications firm in South Carolina.

- Developed five press releases for clients in retail and hospitality industries, including one announcement for Piggly Wiggly which earned coverage in seven local media outlets including the *Charleston Post & Courier* and *Charleston City Paper*.
- Developed targeted media lists and other support materials for clients including Nickelodeon, Piggly Wiggly Carolina Co., Cheeseburger in Paradise restaurants, and Ginn Resorts.
- Conducted extensive research on social media monitoring and outreach tools for Nickelodeon and Cheeseburger in Paradise restaurants; developed proposals for incorporating these tools into a communications strategy.

LEAPFROG PUBLIC RELATIONS, Charleston, SC, *Intern* September 2008 – December 2008
Boutique public relations and marketing firm specializing in "lifestyle" related businesses.

- Crafted six press releases for clients in culinary, publishing, and architecture sectors. Garnered placements in the area's two largest newspapers.
- Established a blog for an interior design client and a Facebook page for a local publishing client, attracting more than 800 fans.

CHARLESTON FOOD + WINE FESTIVAL, Charleston, SC, *Media / Marketing Intern* May 2008 – August 2008
Annual nonprofit fundraising extravaganza, featuring more than 50 events in a three-day time period.

- Drafted a media alert and press release that received coverage in the area's two largest newspapers.
- Wrote, edited and designed the festival's annual report distributed to the board of directors.
- Updated and expanded national targeted media lists.
- Expanded, monitored and managed the festival's presence on social networking sites.

EDUCATION

COLLEGE OF CHARLESTON, Charleston, SC May 2009
Bachelor of Arts in Communication and Bachelor of Science in Sociology Cumulative GPA **3.8/4.0**

COMMUNITY INVOLVEMENT, INTERESTS

BIG BROTHERS / BIG SISTERS, Charleston, SC, *Mentor* April 2008 – May 2009

DAVIDGHEISER.COM & **GEORGE STREET OBSERVER**, *Restaurant and Film Critic* February 2008 – present

- Blog includes more than 100 posts and has generated more than 37,000 unique visits since inception in February 2008. Restaurant reviews have also been syndicated on two Charleston area news sites.
- Authored a weekly review for the school's student newspaper, choosing subjects relevant to weekly readership of 5,000+ students and faculty.

Adept computer skills, including proficiency in Microsoft Office, CisionPoint, Cision MediaSource, Vocus PR, Factiva and various social media tools, as well as working knowledge of HTML, Google Analytics, and Google Webmaster Tools.