

DAVID HEISER

BRAND STRATEGY | CONNECTIONS PLANNING | INTEGRATED MARKETING

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 Los Angeles, CA

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 DavidGHeiser.com

SKILLS

Connections Planning
Brand Strategy
Creative Briefs
Product Launches
Leadership & Talent Development
Cross-functional Collaboration
Organic Social Media Strategy
Paid Social & Digital Strategy
Influencer Strategy
Data Analysis & Reporting
Emerging Media
Qualitative Research

EDUCATION

BACHELOR OF ARTS

Communication Studies
College of Charleston
Charleston, SC

BACHELOR OF SCIENCE

Sociology
College of Charleston
Charleston, SC

SUMMARY

I'm a strategic marketing leader with 14 years' experience and a proven track record growing global technology, CPG, and automotive brands. I specialize in leading cross-functional teams and guiding big ideas from high-level strategy through execution, with deep experience in connections planning, social / digital strategy, brand planning, and data analysis. I'm passionate about creating integrated marketing campaigns that cut through the noise and maximize impact across the full paid, owned, and earned ecosystem.

PROFESSIONAL EXPERIENCE

CONNECTIONS PLANNING DIRECTOR | GATORADE & UNISYS

TBWA\Chiat\Day, Los Angeles, CA

Nov. 2019 - Present

- Lead integrated campaign strategy and comms planning for the agency's largest account, guiding a cross-functional team of 20+ strategists, creatives, account executives and producers.
- Cultivate and strengthen relationships with client marketing leads, integrated agency team, and key social and media platforms to orchestrate five 360° campaigns annually.
- Conduct research, synthesize and distill data, identify consumer insights to craft creative briefs for Gatorade and Unisys brand and product campaigns.
- Develop best-in-class digital experiences and creative by partnering with creative teams across the 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 for the BOLT24 Real Star Awards, the first-ever award show created exclusively for Instagram Stories, earning Cannes Lions and Webby Awards nominations and driving 1.5MM organic impressions 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."
- 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% (8MM+ mentions) in two years.
- Spearheaded enhanced integration of global advertising campaigns with Apple's owned-channel ecosystem, including Apple Music, Apple.com, the App Store, and Apple retail stores, driving incremental reach in the millions.
- Collaborated closely with strategy leads in APAC, LATAM, and EMEA regions to develop and refine local social storytelling content for a global audience.
- 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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TECHNICAL SKILLS

Apple iWork

Microsoft Office

Google Workspace

Instagram | Facebook | TikTok |
Twitter | YouTube | Snapchat |
Reddit | Pinterest

GlobalWebIndex

YouGov Brand Index & Profiles

Pathmatics | Nielsen AdIntel

ChatGPT

NetBase

Google Trends | Snapchat Trends |
Pinterest Trends

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

COLLECTIVE GAIN: LEADERSHIP COACHING

2023

THE CONTAGIOUS IQ CREATIVE ACCELERATOR

2022

WHARTON PROFESSIONAL CERTIFICATE
IN STRATEGIC MANAGEMENT

2022

GOOGLE ADS DISPLAY CERTIFICATION

2021

GOOGLE ADS APPS CERTIFICATION

2021

SNAPCHAT ADVERTISING ESSENTIALS

2021

PERSONAL INTERESTS

Personal Finance & Investing

TV & Film

NBA / NFL

Politics & Public Policy

Cooking & International Cuisine

Board Games

Hip-Hop

Video Games

Pour-over Coffee & Cocktail Mixology

Crime / Sci-Fi / Fantasy Novels