

# Heather L. Grey



Hey there! I'm Heather. A kick-awesome Creative looking to change things up a little. I play well with others and work in a timely fashion. In the workplace, I'm a chameleon of sorts, adapting to whatever comes my way easily without getting my feathers ruffled. I'm ready and willing to accept any reasonable challenge you put in front of me head on; resulting in a fun, collaborative approach to my work.



614.357.7918



heatherlynnegrey@gmail.com



www.heatherlynnegrey.com



Powell, OH

## Education

### ASSOCIATES / GRAPHIC DESIGN

The Art Institute of Pittsburgh  
Pittsburgh, PA  
2006-2010

## Expertise

- Team Management
- Brand Development
- Graphic + Web Design
- Adobe CC: Ps, Ai, Id
- Client Relations
- Account Management
- Mac Platform
- Contract Development
- WordPress + Genesis
- Showit 5

## Experience

### CREATIVE DIRECTOR

North + Dearborn | 2008 - Present

- Conceptualizes art direction and creation of marketing materials for print, web & social media based on client's brand needs and target market.
- Manages client communications, timelines, and design direction from initial on-boarding to project finalization all while working remotely.
- Design, development and execution of mobile responsive websites utilizing WordPress CMS, the Genesis framework, and Showit 5.
- Recruit, hire, and collaborate with developers, designers, wordsmiths, and photographers based upon project details.
- Works with client's both locally, across the USA, and internationally.
- Manages social media accounts, as well as oversees design creation of social media material for clientele.
- Mentors designers on creative design process & how to structure their business as a way to give back to my field.

### REMOTE BLOG & WEB DESIGNER

Designer Blogs | 2016 - 2017

- Worked as a remote blog & web designer for the Utah based business, Designer Blogs. The online business's target market was designing sites on WordPress for personal brands, foodies & entrepreneurs.
- Each part of the design process was completed under Designer Blogs' guidelines; however, I was also able to contribute my expertise in project management to keep each project moving forward towards its individual goals.
- Other projects beyond blog and web design were also completed such as: styleboards, logos, and business cards.
- Pinterest boards were utilized as a way to collect additional visual direction in addition to the creative brief.
- Customized pre-designed themes for the Genesis Framework on WordPress for each client one-on-one.

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## References

### RACHAEL STRODE

Sr Web Designer / Rankings.io  
512.550.4500

### AJ HAZEN

Client / AJ "the Handyman"  
614.601.0809

### WENDY JEBELEAN

Transportation / OLSD  
740.278.1143

## Volunteerism

### VICE PRESIDENT

SRES PTO | 2011 - 2014

- Vice President of the SRES PTO Executive Board for 2 years while volunteering for & collaboratively coordinating fundraisers, events & student enrichment programs.
- Designed, executed & organized content for the SRES PTO website for parent, staff & PTO interaction & fundraising awareness.
- Organized, published and distributed monthly newsletter for parents and staff.

### COMMITTEE MEMBER

OLSD Redistricting | 2012

- Studied the District's current boundaries and individual borders with student counts based on building and neighborhood.
- Helped organize the researched information to re-draw borders for targeted buildings throughout the district where student enrollment was exceeding individual building needs and capacities.

### PROFESSIONAL DRIVER

Olentangy Local Schools | 2011 - Present

- CDL Class B with School Bus & Passenger Endorsements.
- Transports over 200 children to and from school each day.
- Operates a 72 passenger Thomas Built School Bus.
- Complies with the State of Ohio's laws, as well as Olentangy Local School District's and department rules, regulations and policies.
- Conducts pre-trip, fueling, cleaning and paperwork for daily operations.
- Attends professional development and in-service training sessions to further professional driving skills in compliance with state law.

### GATE AGENT

USAirways | 2001 - 2004

- Successfully completed Customer Service Agent training in Pittsburgh, PA focusing on client relations, SABRE software, individual global airport codes.
- Operated a 25 ton jetway for aircraft arrival and departures.
- Worked with the SABRE software at both the ticket counter and gate checking in passengers, baggage and crew.
- Continually aware of time management to keep flights, passengers and crew on-time for departures and arrivals.

### BAKERY MANAGER

All American Bagel | 2001

- Managed all aspects of bakery to have adequate product available for daily production at All American Bagel.

### ANNUAL & PERENNIAL MANAGER

Plantland | 2000

- Organized and kept track of annuals & perennials that were in-stock & when to reorder.
- Designed & built retail merchandise displays to showcase seasonal items.

### ASSISTANT SALES MANAGER

Whiteford Road Greenhouse | 1996 - 1999

- Responsible for training new cashiers, balancing cash drawer, and closing out sales drawer.
- Planted, designed & decorated sales displays with merchandise & floral baskets.