



HEATHER BROWN

CULTURAL SPONGE OWNER



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5031 W. Orchid Ln.
Glendale, AZ 85302

EDUCATION

1995-1999

Bachelor of Fine Arts (BFA)

Concentrating in Graphic Design

Arcadia University, Glenside, PA

SKILLS

Software Skills

Microsoft Office:

Word
Excel
Powerpoint

Adobe Creative Cloud:

Photoshop
Illustrator
InDesign
Acrobat
Adobe Spark

Web-based Platforms

Basecamp
Wordpress
Hootsuite
Sprout Social
Google Analytics
Facebook Adwords

Professional Skills

Social Media Design and Management
Copy writing
Graphic Design
Website Design
Management
Teamwork

AWARDS & PUBLIC SERVICE

Heather has been honored to receive the Kiwanis' Service Above Self Award and Spotlight On Local Heroes Award.

Public Service: HRC; Special Olympics; Shop with a Cop; PTA President; Peace Corps Partnership Program.

ABOUT ME

Heather Brown, BFA in graphic design is a forward-thinking professional with over a decade of experience empowering nonprofit clients. She is an experienced trainer on topics such as SEO, digital publishing, WordPress, print design, and social media. Heather has been honored to receive the Kiwanis' Service Above Self Award and Spotlight On Local Heroes Award.

EXPERIENCE

Owner, 2008 - present

Cultural Sponge | Glendale, AZ

Over the past decade, Heather has devoted her skills to nonprofits and the LGBTQIA+ Community. She has assisted nonprofits nationwide by creating strategic marketing plans, designing branding, print, web, social media, TV and radio campaigns. She successfully integrated services into grant awards, produced trade work, and managed large-scale campaigns. Clients have included National and International Pride organizations, Cancer Support Community, St. Joseph's Foundation, Barrow Neurological, Arizona Association of Foster and Adoptive Parents, American Heart Association and many others.

Marketing Director, 2006 -2008

Arizona Title | Phoenix, AZ

National Marketing Director, 2004 - 2006

Stellar Title/Alpine Lending | Phoenix, AZ

Lead Graphic Designer

Marcoa Publishing | San Diego, CA

EDUCATOR

Adjunct Faculty, 2015-2018

Grand Canyon University | Phoenix, AZ

Adjunct Professor

Courses taught: Design is a Business, Advanced Marketing

Adjunct Faculty, 2010-2015

Estrella Mountain Community College | Phoenix, AZ

Adjunct Professor

Courses taught: Marketing 200 Level, Social Media Marketing, Adobe Illustrator

NOTABLE PRESENTATIONS

InterPride Global Conference | Speaker | Montreal, Canada

Invited to present WordPress & SEO to 300+ global leaders of the LGBTQIA community.

Estrella Mountain Community College | Guest Lecturer | Phoenix, AZ Invited to present WordPress and SEO tutorials to 40+ students in attendance.

Art Institute of Phoenix | Guest Lecturer | Phoenix, AZ

Presented post-graduation career development strategies to 50+ graphic design students.

The Consolidated Association of Pride, Inc. | Presenter | Palm Springs, CA

Presented sessions at regional conference on SEO, Social Media and Marketing Strategies; 250+ attendance