

# HEATHER CELORIA

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## PROFILE

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Seasoned marketing generalist owning diverse projects, programs, and people with bias for action and insistence on the highest standards.

## CAREER HIGHLIGHTS

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- Project management of all marketing assets for 8 Amazon Redshift product launches at AWS re:Invent 2022
- Leading a team of 10 professionals, managed the marketing deliverables for a merger and rebrand of two large real estate brokerages including all print collateral, design templates, videos, website, CRM, Hubspot, and more
- Recipient of New York Times Chairman's Award for creative field team hybrid print & digital sales strategies
- Managed internal corporate communications for over 17,000 international employees in a high-tech manufacturing company: wrote newsletters and internal press releases, interviewed employees, and built first company intranet

## SUCCESS STORIES

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Program improvements      *Increased Amazon Redshift's presence on LinkedIn year over year resulting in 2,887% more engagement by increasing number of posts 111% and implementing design and copyediting best practices*

Managed Redshift social media strategy and content creation for six months. Increased Redshift post frequency and improved post performance relative to other services on the channel. Implemented analytics tracking (Sprinklr, CT2.0, NUVI), secured new AWS-approved hashtags, and boosted organic sharing mechanisms. Created hundreds of social media templates to share across the AWS Databases & Analytics organization and used copywriting best practices to improve engagement.

Team productivity      *Reduced turnaround times and gained 20% more productivity by implementing project management practices*

Led an internal marketing agency with 10 staffers to identify gaps and opportunities to boost asset production. Assessed and selected a project management system to provide structure and visibility into all work for the marketing team, management, and stakeholders. Developed standard operating procedures, templated repetitive tasks, and improved request intake processes to minimize delays.

Revenue growth	<p>Led a new business division at 30% over profitability goals and earned a NY Times Chairman’s Award by engaging existing print sales organization to value-add digital products</p> <p>As one of the company’s first digital marketing professionals, developed multiple lines of new business, including web development services, and shared best practices with other NYTimes publications. Created a unique contest system to engage more than 50 print sales representatives to sell new digital advertising products by providing “auction dollars” for sales and holding a quarterly auction of high-value items.</p>
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## EXPERIENCE

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May 2022 - present	<p><i>Marketing Program/Project Manager, Amazon Web Services (AWS)</i></p> <p>Worked with the Databases &amp; Analytics org, including Quantum Computing, Redshift, EMR, Glue, and other services. Managed social media, events, emails, surveys, landing pages, product launch marketing, customer references, blogs, and websites. Successfully aligned with many AWS teams and stakeholders including product managers and marketers, developers, field enablement, and public relations. <i>(Aquent contract)</i></p>
Sept 2021 – Feb 2022	<p><i>Digital Communications, UC San Diego</i></p> <p>Developed a university-wide website highlighting climate change research, action, and academics. Stakeholders included communications directors in numerous divisions and executive committees. Project scope included research, content development, strategy, wireframes, photography selection, and buildout of the site within existing Cascade CMS university-branded templates. <i>(Aquent contract)</i></p>
Sep 2017 – May 2021	<p><i>Marketing Manager, SVN Saunders Real Estate</i></p> <p>Managed a team of 10 marketing professionals supporting 60+ advisors in the nation’s top land brokerage. Led a full spectrum of marketing, communications, advertising, and public relations initiatives using print, video, social media, SEO, mobile, content, and email marketing. Upgraded marketing technology stack for process improvements.</p>

## EDUCATION

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University of Florida, B.S., Public Relations, Minor, Business Admin, 1993  
 Asbury Theological Seminary, Master of Divinity, 2016

## KEY SKILLS

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- Inbound marketing
- Digital marketing
- Marketing automation
- Project management
- Business development
- Writing
- Event management
- SaaS marketing
- Content development
- Field marketing assets
- Team management
- Consulting
- Public relations
- Marketing technologies

## COMMUNITY SERVICE

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Affordable Housing Advisory Committee, City of Lakeland, 2017 - present

## ACTIVITIES AND INTERESTS

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Camping, fishing, travel, family, spirituality, gardening, adopted greyhound

## REFERENCES

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- AWS      *Kara Kadow, Product Marketing Manager (PMM), Amazon Web Services*
- "Heather continually meets or exceeds our high bar for execution and output. She has an exceptional eye for detail and manages her projects from start to finish showcasing the AWS leadership principles of ownership and deliver results. Heather helped the team invent and simplify by streamlining processes, defining gaps and building out an Asana project tracking system to organize multiple moving parts across product launches, social media campaigns and customer references. Her positive attitude and creative spirit shine through her daily work. During her tenure she has emerged as a leader and mentor helping new hires onboard and become acclimated to the team culture."
- UCSD      *Jessica Hutchinson, Director of Digital Strategy, UC San Diego*
- "I am blown away by Heather's work – she has already done so much and has really taken ownership of the project and run with it. She is the perfect fit for this position and we are grateful to have her."
- SVN      *Ben Donahower, NoBounds Digital (Leading HubSpot Consulting Firm)*
- "I had the pleasure of working with Heather as the marketing manager for Saunders SVN to migrate their CRM to HubSpot. Heather managed a complex HubSpot instance and had implemented robust marketing campaigns via HubSpot and other digital and traditional marketing channels. As a HubSpot agency partner, I appreciated her ability to manage vendor relationships well."

## AMAZON WEB SERVICES (AWS) EXPERIENCE

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- re:Invent launches
- 3P events
- Social media
- Customer references
- PDP updates
- Blogs
- Email
- Landing pages
- Site merch
- Product messaging
- Agencies/vendors
- SIM
- Marketo
- Asana
- Sprinklr
- CT2
- ContractCentral
- Launch manager
- Approval tool
- PathFinder
- Twitch
- SplashThat