

Hello I'm Dave Heilker, Director of Communications

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Profile Innovation-minded digital director committed to using technological and marketing knowhow to promote civic engagement, inspire in-person action, and grow networks organically. Strategic orientation toward utilizing high ROI tactics to create lasting, committed, and iterative engagement. Organized, detail oriented, and collaborative digital branding, marketing, and communications management with a passion for politics, policy and social justice, seeks a high performance team looking for cutting edge solutions. Communication skills include email/social media management, written communications (copywriting/editing), and original content creation (including video editing and graphic design).. Navigates deadlines well, performs under pressure, and above all, creates effective messages and measurable results

Experience

NOVEMBER 2019 - PRESENT

Strong Schools Maryland, Baltimore, MD – Communications Director

- Planned and implemented cross channel outreach strategy for statewide campaign to pass and implement the Blueprint for Maryland's Future education reform policies
- Worked in concert with the "Blueprint Coalition" to integrate consistent messaging between member organizations
- Coordinated paid and organic social media strategy with a focus on creating public buy-in for equitable education policies
- Developed and coded email campaign to both increase engagement and spur grassroots growth in supporter mailing list
- Designed, developed (and hosted) organizational website, and public-facing branding and assets

JANUARY 2016 - PRESENT

Downgate, LLC, Baltimore, MD – Communications Consultant

- Increased organic email subscriptions as much as 500% for political and nonprofit clients
- Lead development and implementation of comprehensive digital media strategies, while managing, analyzing, and increasing digital engagement
- Develop and create digital and print assets for informational digital and in-person organizing including infographics, campaign and policy literature, and media outreach
- Maintains up-to-date awareness of client news alerts, new initiatives, and upcoming events to identify opportunities to use the Internet and social media outlets to bring attention to clients' priorities
- Develop and evolve digital engagement plans with a focus on
- Presents engagement reporting to stakeholders and messaging recommendations based on high-performing posts against campaign metrics, social media analytics, and trending topics in local and statewide politics
- Curates effective audiences to plan and place digital advertisements through Facebook Ads, Twitter, Instagram, and Google to decrease CPM by more than 50%
- Concepting, scheduling, coordinating, and publishing content for social and digital calendar
- Monitors social media and email marketing trends, platforms, and best practices to develop social media metrics and track analytics and engagement

OCTOBER 2015 - JANUARY 2018

Garceau Realty, Baltimore, MD – Marketing Manager

- Segmented subscribers and lead lists to increase email open rates and retention by more than 100%
- Designed and managed email marketing campaigns with a focus on list-growth and engagement
- Worked in collaboration with broker and executive officers to update and establish the company brand
- Concepted and executed cross brand marketing strategies to better engage with our business partners
- Coordinated and attended events to create and post content to increase digital engagement in real time
- Designed and executed training for staff on basics of Mailchimp, Twitter, Facebook, Instagram, and other social media platforms to optimize engagement

JANUARY 2015 - NOVEMBER 2016

Friends of Zeke Cohen, Baltimore, MD – *Communications Director*

- Worked in close concert with candidate and staff to develop a memorable brand marketing strategy
- Designed printed assets and digital content to increase engagement with voters
- Authored and directed digital video outreach and campaign commercials
- Acted as secondary and event photographer and videographer to create real time engagement via social media
- Planned and designed targeted campaign to stimulate and grow an organic donor and constituent email list by 100% and social media following by more than 200% in under a year.

Skills &c. Proficient at Advanced or Expert-Level in **Adobe CS/CC** (*InDesign, Photoshop, Illustrator*), Intermediate photography skills and advanced Photo Editing and Video Editing Skills, Graphic Design, **Microsoft Office** (*Excel, Powerpoint, Word*), **CMS/EMS Systems** (*Wordpress, Drupal, ConstantContact, Mailchimp*), **Markup Languages** (*HTML/CSS/Email Design*), **Social Media + Digital Advertising** (*GoogleAds, Facebook Ads, Instagram, Reddit, Twitter, et al*) **Coffee** (*AeroPress is my goto, but I can do pourover pretty competently*), **Animated Gifs** (*I can make them, and I'm a big believer in them; I pronounce it "gif" like "gift" without the "t."*)

Education & Trainings

SEPTEMBER 1999 - DECEMBER 2001

CCBC Essex; Baltimore, MD – (*Associate's Degree; Business Management*)

FEBRUARY 2018 - APRIL 2018

Baltimore Rising; Baltimore, MD – (*Offices of Councilmembers Burnett, Cohen, & Sneed*)

MARCH 2018

RE:Power Academy; Dallas, TX- (*fka Wellstone*)

OCTOBER 2018

National Organizing Workshop; Denver, CO – (*Leadership for Educational Equity*)

References

Joe Francaviglia

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Taylor McKinney-Stewart

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