

Hi, I'm David J. Heilker (*he/him*), and this is my **résumé**

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Profile

Seasoned Communications Director & Multi-channel Consultant with extensive expertise in creating and adapting communications materials for diverse audiences, including multichannel campaigns, in political, organizing, and non-profit settings. Experienced in designing digital content and managing branding strategies to enhance engagement across platforms. Proficient in Adobe CS/CC, HTML/CSS, content management systems, and utilizing analytics to improve outreach solutions. Aiming to leverage experience and editorial skills to improve engagement and enthusiastic participation in worker-advocacy, both qualitatively and quantitatively.

Experience

JANUARY, 2016 - PRESENT

Treefort, LLC, Baltimore, MD – *Communications Consultant (Principal)*

- Led the development and implementation of comprehensive digital media strategies, enhancing digital engagement through personalized email campaigns and subscriber interactions.
- Increased organic email subscriptions for political and nonprofit clients to support successful campaigns.
- Created and maintained consistent branding with digital and print assets, such as newsletters, facilitating greater client reach.
- Presented data-driven recommendations to stakeholders using analytics from social media and email performance reports.
- Monitored and adapted to trends in social media and email marketing to ensure compliance with industry standards.
- Curated digital advertisements to bolster audience engagement and reduce cost-per-mille, enhancing organic marketing efficacy.
- Created, conceived, and coordinated content for social and digital calendars, optimizing coherent engagement efforts.

AUGUST, 2023-MAY, 2024

Friends of Mark Parker, Baltimore, MD – *Communications Director*

- Created cohesive identity and web presence, focusing on brand-consistent content development.
- Drafted and curated digital content to promote policy and campaign priorities across channels..
- Provided informed coaching for effective public relations and staff communication, aligning with broader campaign strategies.
- Designed impactful digital ads and monitored their performance to optimize reach and adhere to budget limitations.
- Authored press communiqués to contemporary AP standards to encourage organic earned media.

NOVEMBER 2019 - JUNE, 2020; JANUARY, 2021-MARCH, 2021, JANUARY, 2022-JUNE. 2023

Strong Schools Maryland, Baltimore, MD – *Communications Director; Contract Communications Consultant*

- 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 and social media campaign to spur grassroots growth of our supporter base.
- Designed, developed (and hosted) organizational website, and public-facing branding and assets.

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.
- Conceived 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.

Adobe CS/CC (InDesign, Photoshop, Illustrator), Photography, Photo Editing, Video Editing, 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), Animated GIFs, Email HTML coding, Email analytics interpretation, Drip campaigns setup, G-Suite proficiency, AP style writing, Litmus (email) testing, Email marketing strategy, Policy writing experience, Commitment to democracy and grassroots organizing, Collaborative relationship building, Social media fluency, Communications strategies, Creating digital content, Social media content creation, Knowledge of principals of community and workplace organizing, CRM tools knowledge, Graphic design tools, Oral communication skills, Written communication skills, Attention to detail

Education & Trainings

SEPTEMBER, 1999 - DECEMBER, 2001

CCBC Essex; Baltimore, MD - *(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

Professional, volunteer, and personal references furnished per request