

# REG HAYWOOD

## CREATIVE LEADER

### CONTACT

- 717-510-3822
- regilynnshaywood@gmail.com
- Harrisburg, PA

### SKILLS

- Active Listening & Collaboration
- Creative Design & Execution
- Team & Time Management

### APPLICATIONS

Figma, Overflow, Sketch, Mighty Networks, Slack, Adobe Suite, Photoshop, Klayvio, Canva, Hubspot, Word, Wordpress, Social Media, Shopify

### EDUCATION

#### Penn State University (State College)

2011-2015

Bachelor of Arts in Integrative Arts  
Minor in Psychology  
Minor in Dance

### CERTIFICATIONS

- Hubspot: Inbound Marketing
- Google: UX Design Professional
- Penn State: Professional Development

### THE BASICS

I am a creative being with a passion for life, business & humanity. I am attuned to the soft skills that are not taught but rather felt. This, more than anything has inspired my career choices and allows me to leave anywhere better than before I came. The ideal role for me is one that fosters community and result based approaches to solve the problems of the everyday person, company, and/or diversified ecosystem.

### WHERE & HOW I GREW PROFESSIONALLY

#### Mid-Senior UI/UX Design & Researcher

There She Glows

2018-2023

- Used online applications to conduct research around user empathy & product usability.
- Created an in-house training program and standard design manual for team members to maintain clear KPIs
- Oversaw hiring and implementation of a comprehensive onboarding process
- Created measurable goals and timelines for projects
- Collaborated with team members to create customer profiles and measurable goals around projects
- Tracked sales & revenue growth for research purposes
- Fine tuned final web design, branding and company voice on projects
- Discussed and presented the ideas, solutions, and plans to the key stakeholders.
- Conducted proper UX research and test products for ease of use, functionality, and inclusivity
- Created design sprints, product wireframes, storyboards, journey maps, and screen flows
- Carried out detailed research to identify the competitive services, features, and market positioning
- Conveyed unique product specifications and user psychology of products

#### Creative Director of Marketing

Uncommon Marketing Works

2015-2019

- Developed SEO and PPC campaigns
- Managed multiple PPC and retargeting campaigns to increase awareness and sales
- Focused on social media ad buys through Facebook & LinkedIn to capture leads
- Scheduled events and planning, including testing, forecasting, response analysis and print production
- Lead comprehensive rebranding initiative to build brand equity
- Developed and managed strategic B2C and B2B integrate marketing plans leveraging digital and gorilla marketing efforts
- Hired to bring all creative marketing activities in-house
- Created advertisements, brochures, tournament logos, fliers, social media promotions, and banners
- Improved processes around CRM database and integrating economically friendly applications
- Prepare files for HTML development
- Maintain and operate direct to consumer web site personally, including new product development releases, and basic html programming needs.
- Develop sales and marketing strategy align with corporate revenue objectives for B2B/B2C product marketing and communications strategies for acquisition and retention.

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## CREATIVE LEADER

### CONTACT

- 717-510-822
- regilynnshaywood@gmail.com
- Harrisburg, PA

### ADDITIONAL SKILLS/QUIRKS

- Polished & confident public speaker*
- Not content with mediocrity*
- Creatively resourceful*
- Uses humor constructively*
- Can effectively cope with changes*
- Takes pride in appearance and hygiene*
- Conducts meetings that are result driven & fun*
- Combines technical competence with dependability & loyalty*
- Karaoke superstar*
- Cat mom*
- 20+ years as a professional dancer/performer*
- Musical geek*
- Licensed Esthetician & published makeup artist*

### REFERENCES

#### Derra Brown

Neiman Group, Senior HR

571-425-0545

#### Bernard Avery

There She Glows, Vendor

215-901-1092

### WORK EXPERIENCE

#### Account Manager

Neiman Group 2011-2013

- Developed and implemented target account strategy to support account-based selling
- Worked alongside sales to pipeline generation and acceleration of programs for specific, targeted accounts and contacts
- Created annual and quarterly marketing plans and targets for clients & sales accounts
- Interfaced with sales team to determine sales enablement needs, and work with product/solution marketing to develop tools, programs, training and content
- Proactively engaged with the direct and indirect sales teams to coordinate, communicate, and optimize the impact of marketing activities
- Evaluated, selected and managed vendors that contribute to local demand creation programs including agencies, direct mail providers, and fulfillment services
- Communicated with and educated the sales team regarding new and planned marketing activities including global, regional and local programs
- Designed & executed 1:1, 1: few, and broad-based marketing initiatives to meet pipeline requirements of varied account segments
- Tracked lead flow to ensure the appropriate sales channels are following up on marketing in a timely manner.
- Deployed ready-to-carry-out marketing tactics and provide sales enablement on an account and industry basis using various channels including digital, events, and social media
- Developed and maintained account profiles and target personas; oversaw a database of named contacts to align marketing and sales in defining the target audience required to achieve account goals
- Worked with sales to identify gaps in key personas and contact information within strategic accounts; developed data and insight strategy to add key personas and contacts within accounts
- Collaborated with the global Account-based Marketing Program team to create and gain consensus for cross-portfolio GTM plans and marketing plays in alignment with strategic product mandates and sales directives
- Identified opportunities to improve marketing effectiveness through better audience segmentation, marketing techniques, and processes

#### Account Manager (Intern)

Neiman Group 2010-2011

- Provided support with general administration-related duties as assigned
- Attended, engaged, and participated in internal meetings
- Assisted in coordination of campaign and project activities
- With account management oversight, coordinated planning and execution of marketing campaigns
- Conducted secondary research for client and assisted Account Executives with compiling information for various campaigns
- Acquired knowledge of clients' business and anticipated needs, solutions and opportunities
- Proofread internal documents and client communications for accuracy
- Tracked and analyzed competitive activity and consumer trends
- Initiate jobs and other tasks using Agency's project management system