

Heather Pubols

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Content Strategist & Marketing Communications Storyteller

Inspiring involvement in worthy causes.

Core Strengths



Leadership & Management

- On-site & virtual
- Multicultural teams
- Project management
- Creative teams
- Trained public speaker



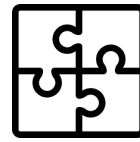
Multicultural Experience

- Lived in Kenya, South Africa, Germany, UK
- Extended stays: Switzerland, Spain
- Travel: 5 continents, 50+ countries



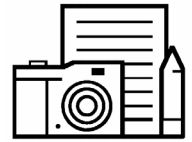
Consulting & Training

- Consulting with organizations on brand and marketing strategy
- Training one-on-one, in small groups and in workshops



Content Strategy

- Determining what kind of content will be effective
- Determining what stories to tell, how to tell them and where to distribute them



Writing & Editing/Photography

- Writing and editing articles, scripts and social media content
- Capturing photo-journalistic images and organizing photo content

"Heather brings to her advisory/consultancy work a technical competence that is assuring, and a warmth of personality that is infectious!"

– Paul Opoku-Mensah, Ghana Institute for Linguistics, Literacy & Bible Translation

"Heather is competent, creative and high energy. ...A super organizer, team leader and initiator. Very dependable. A good thinker."

– Susan Van Wynen, Wycliffe Global Alliance

Spotlighted Successes

Marketing Communications Content Improvement

Increased the quality and quantity of marketing communications content available to the the 100+ organizations affiliated with the Wycliffe Global Alliance by launching, recruiting and leading a global and virtual storytelling team, the *Wycliffe News Network (WNN)*. Between its launch in November 2011 and October 2018, the team traveled to more than 25 countries, added more than 5000 images to a corporate photo library, created nearly 100 articles (available in five languages), produced 10 videos and made more than 100 feature image posts. The team included full-time and volunteer staff from nine countries. Content continues to be used extensively in both print and digital media by Wycliffe's global network of organizations. These organizations represent more than 400 thousand constituents. *View a selection of WNN's stories:* <https://wycliffenewsnetwork.exposure.co> • *View WNN's image library:* <https://skip.wycliffe.net>

Branding Improvement

Directed the production of a brand guide and set of branded materials for two organizations: Wycliffe South Africa and the Wycliffe Global Alliance. The Wycliffe Global Alliance brand guide and materials were created in five languages and included standard fonts for Korean and traditional Chinese scripts.

Professional Experience

Freelance/Contract

Freelance Communications Consultant • October 2018 – Present • Somerset, Massachusetts, USA

Advise non-profit organizations on ways to improve their marketing communications strategies. Author, edit and produce persuasive content and capture compelling photojournalistic images to increase engagement in various non-profit causes.

- ♦ Consulted, thus far, with more than 10 organizations providing them with guidance to implement marketing communications improvements.
- ♦ Recruited freelance and part-time staff to provide on-going, practical marketing communications assistance to clients.

Multimedia Producer Contractor • February 2000 – March 2000 • Billerica, Massachusetts, USA

Edited scripts for web-based training (WBT) for Nortel Networks sales staff.

Recognition from clients:

"Heather quickly picked up on the nuances of our organization's mission and ethos and crafted a communications strategy that was both workable within our limitations and easily scalable."

– Danny Burbeck, The Imago School

"Heather consulted with us moving us from scattered and weak communications towards a renewed, powerful, cohesive, and effective strategy."

– George Law, iTEE Global

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Wycliffe Global Alliance

Assistant Director of Communications • November 2011 – October 2018 • Cape Town, South Africa | Kandern, Germany

Managed the annual planning of the corporate communications budget. Recruited, mentored and directed a global storytelling team (*Wycliffe News Network – WNN*). Developed and implemented a global content strategy. Managed and edited quality journalistic content for digital and print distribution worldwide. Captured photographs for corporate stock image library. Consulted with and trained organizations in Africa, Europe and Latin America in marketing communications. Managed corporate social media accounts. Directed the creation of an editorial style manual, brand guide and a set of branded graphic elements and collateral.

- ♦ Story on Japanese Sign Language Bible translation earned the attention of *Charisma* magazine and the *Tokyo Times*.
- ♦ Worked with volunteers to get a Wycliffe-sponsored article in *Christianity Today* magazine.

Director of Communications for the Africa Area • January 2009 – October 2011 • Nairobi, Kenya | Cape Town, South Africa

Developed and implemented a content strategy for distributing stories from Africa to a worldwide affiliation of 100+ organizations. Recruited volunteer journalists to capture stories. Managed and edited quality journalistic content for global digital and print distribution. Consulted with and trained organizations in Africa in marketing communications.

Recognition from colleagues:

“Having lived in several countries and travelled extensively, Heather knows how to effectively communicate to both American and global audiences. She has a vast knowledge of society and culture, which allows her to tailor messaging to resonate with each targeted group.”

– Becca Coon, writer

“It was truly a pleasure working for Heather. She created a well-balanced work environment that made everyone feel valuable and interconnected. ... [Her] personal networking abilities are unparalleled. ... I believe [she] brings a level of excellence that greatly benefits all who work with her...”

– Marc Ewell, photographer

Wycliffe USA

Director of Communications • January 2003 – December 2008 • Orlando, Florida, USA

Directed a media production team of 16+ people responsible for the creation of marketing communications collateral for audiences in the USA including brochures, videos, radio ads, publications, books and the corporate web site. Managed the annual planning of the corporate communications budget. Implemented initial phase of a marketing collateral redesign. Represented department on cross-functional organizational teams.

Electronic Media Manager • December 2000 – December 2002 • Orlando, Florida, USA

Managed electronic media team and production of audio visual marketing communications materials including videos, radio ads and interactive media. Assigned work to in-house staff and hired freelance and contract labor. Helped develop concepts, reviewed and approved projects. Set and monitored team budget.

- ♦ Managed multimedia projects for the *Discovery Center* – a permanent interactive educational exhibit on language, culture and Bible translation. Work featured in *Sound and Video Contractor* magazine.

Production Specialist • April 2000 – November 2000 • Orlando, Florida, USA

Managed video and audio projects. Shot and edited videos. Coordinated a team of volunteers to organize, catalog and convert media assets in a large multimedia archive.

CVS Health

Training Video Producer • July 1999 – January 2000 • Woonsocket, Rhode Island, USA

Produced a video for pharmacy staff which demonstrated how to use several pieces of equipment. Edited written materials and provided photographs for computer-based training (CBT) for a pharmacy computer system.

Production Coordinator • May 1997 – August 1997, May 1998 – September 1998 • Woonsocket, Rhode Island, USA

Worked with the internal corporate communications team to produce videos and presentations.

Training

- ♦ *Breaking Into Print* course, Institute for Writers
- ♦ A1 language study courses in French and German
- ♦ Intercultural Communications Course (ICC)

Volunteering

- ♦ Refugee mentor for Dorcas International (9 months)
- ♦ Helper staff (cook & buyer) at L'Abri, England (3 months)
- ♦ Writer for Cape Town 2010 Lausanne Congress (1 week)

Education

Bachelor of Science, Communications Studies and English Double Major, 1999

Evangel University, Springfield, Missouri, USA

Magna Cum Laude – 3.86 GPA | Outstanding Communications Studies Graduate – Highest GPA in Major