Heather Hogan

(916) 214-5608 • Sacramento, CA
hhogan.com • heather@hhogan.com

Experience

Web Design, Strategy, Branding & Training
hhogan.com • *2001-Present*

- Vendor advocacy and scope discovery for LHFS and Traffix.
- Reorganization and rewriting of content for Requested and the City of Rocklin.
- Full website builds including e-commerce, membership systems, and event management.

Adjunct Professor
Sacramento City College • *2006-2013 & 2016*

- Customized lessons on building WordPress websites for student portfolio sites and clients.
- Lectures on creating a business, crafting branding, writing proposals, and managing projects.

Senior Web Strategist
10up.com • *2013-2014*

- Provided web strategy, information architecture, site audits, and project management to more than 20 clients such as Entertainment Weekly, AARP, and the World Economic Forum.
- Managed a team of 9 brilliant web engineers and designers.
- Sold approximately $250,000 in additional web projects to existing clients.

Creative Director
Sacramento Beer Week • *2010-2013*

- Creation of all marketing materials: logo, ads, posters, billboards, emails, social, and website.

Project Manager & Web Designer
PMC • *2007-2013*

- Transformed admin team by winning projects for the Santa Monica, ACErail, and the SacLibrary.
- Managed productions schedules for the web team and budgets of over $100,000.
- Certifications in DotNetNuke, Ektron, Kentico, and Sitefinity CMS software.

Webmaster / Conference Coordinator / Marketing Specialist
Jones & Stokes (now ICF) • 2004-2006

- Designed brochures, logos, and created a unique online and printed industry newsletter.
- Served on event planning committees with budgets up to $35,000.
- Coordinated, shipped, and designed up to 6 booths at various conferences throughout the US.

Educational Software & Curriculum Development
Starfall.com • 2001-2002

- Created Jake's Tale and created characters for My Family.
- Researched standards and best practices for teaching phonics and sight reading.

Skills

- Agile Project management
- Print and web design
- HTML and CSS
- Basecamp, Wrike, Trello, Jira, and Asana
- Constant Contact and MailChimp
- WordPress, Microsoft Office, Pages, iMovie, iPhoto, and Adobe Creative Suite

Talents & Hobbies

- Fine artist working in printmaking, mixed media, and collage
- Leader of Sacramento Mavens — a Lean In style support and networking group
- Sierra Nevada Beer Camp Graduate
- Burning Man alumni 1999-2001
- Classroom volunteer at Leonardo Da Vinci K-8 school

Public Speaking

- Five Steps to Freelancing Full Time
- Fifteen Years Digital: My Career in Web Design
- Scoping, Contracting, and Getting Paid
- Making 2013 Babies: Child Theme for Twentythirteen

Education

- WordCamp Sacramento Entertainment Director, 2015
- Code for America Summit, 2015
- Kentico Developer Training, 2010
- Ektron CMS400.Net Developer Training, 2007
- B.A. in Studio Art: Digital Media, CSU Chico, 2000