



Heather Hogan

(916) 214-5608 • Sacramento, CA

hhogan.com • heather@hhogan.com

Experience

Marketing & Outreach Coordinator

Sierra2.org • 2017-Present

- Define and cultivate the brand of Sierra 2 Center over 13 annual community events, in the physical building, online, and in print.
- Craft marketing campaigns for fundraisers. Totals raised in 2019 include [Big Day of Giving](#): \$14,391, [Theater Renovation Campaign](#): \$90,190, and [Curtis Fest Artisan Fair](#): \$6,475.
- Share local events and news with the Curtis Park residents and beyond via weekly email blasts (to 3951 contacts), 3,743 [Facebook](#) page followers, 862 [Instagram](#) followers, and 1,179 [twitter](#) followers.

Web Design, Strategy, Branding & Project Management

hhogan.com • 2001-Present

- Vendor advocacy and scope discovery for [LHFS](#), [Sierra 2](#), and [Traffix](#).
- Content strategy and editing for [Requested](#) and the [City of Rocklin](#) websites.
- Full website builds including e-commerce, membership systems, and event management for various clients.

Adjunct Assistant Professor Design & Digital Media

Sacramento City College • 2006-2013 & 2016-Present

- Build lectures, resources, group discussions, and assignments on Canvas (online learning software).
- Craft curriculum on web design, blogging, marketing campaigns, branding, & project management.

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.



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Project Manager & Web Designer

[PMC](#) • 2007-2013

- Managed web projects & budgets of over \$100,000 for [Santa Monica](#), [ACErail](#), and the [SacLibrary](#).
- 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.
- 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

- Public speaking and teaching
- Social media management
- Branding, editing, blogging, content creation
- Print and web design
- HTML and CSS
- WordPress, Microsoft Office, Pages, iMovie, iPhoto, and Adobe Creative Suite, Canva, Basecamp, Constant Contact and MailChimp

Talents & Hobbies

- Home Renovation Guru
- [Fine artist](#) working in printmaking, mixed media, and collage
- Sacramento Beer Week Creative Director 2011 / 2012 / 2013
- [Burning Man](#) alumni 1999-2001
- Classroom volunteer at [Leonardo Da Vinci K-8 school](#)
- Girl Scout Troop #1224 Co-Leader

Public Speaking

- [WordCamp Sacramento](#) Beginner Track Speaker
- [Five Steps to Freelancing Full Time](#)
- [Fifteen Years Digital: My Career in Web Design](#)
- [Scoping, Contracting, and Getting Paid](#)

Education

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



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