



Heather Hogan

(916) 214-5608 • Sacramento, CA

hhogan.com • heather@hhogan.com

Experience

Marketing & Outreach Coordinator

Sierra2.org • 2017-Present

- Wrote a grant to build an educational Native Plant garden; managed the project and volunteers.
- Redesigned the Theater signage, commissioned a sculpture that is also a habitat for pipevine swallowtail butterflies, ran Light Up Curtis Park over the holidays in 21-22 to build community through the pandemic.
- Define and cultivate the brand of Sierra 2 Center and our annual community events, in the physical building, online, and in print.
- Craft marketing campaigns, raising \$81,293 for the Big Day of Giving, \$90,190 for the Theater Renovation Campaign, and ~\$10,000 from the [Curtis Fest Artisan Fair](#).
- Social media and email management for thousands of subscribers and followers.

Web & Graphic Design, Strategy, Branding & Project Management

hhogan.com • 2001-Present

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

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.

Assistant Artist, Community Murals Sacramento

City of Sacramento office of Arts & Culture • 2021-22

- Train and practice mural techniques and public engagement methods.
- Assist in community paint days organizing paints and volunteers.
- Ran arts workshops to gain mural design input from teens.

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.

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.

Education

- HackerLab laser cutter training, 2021
- Art & Art History classes, Sacramento City College, 2004-present
- [Ektron CMS400.Net](#) Developer Training, 2007
- B.A. in Studio Art: Digital Media, [CSU Chico](#), 2000

Talents & Hobbies

- Fine artist creating statement art for tenacious people at [tenaciousgoods.com](#)
- Capitol Creative Collective Ascenders Academy Mentor
- Inside Sacramento Cover Artist, July & November 2021
- Sacramento Beer Week Creative Director 2011- 2013
- [Burning Man](#) alumni 1999-2001