

HEIDI A. KIEC
Windward Writing & Communications
Providing Peace Of Mind to Overworked Marketing Professionals
Heidi@HeidiLading.com • www.heidilading.com
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I know how busy my clients are. They have the ability to write their own marketing materials—what they don't have is the time; there are simply too many hats to wear, too many fires to put out. I've been in their shoes. In my past lives I did internal communications for a global advertising agency, oversaw public relations for a web development company, and served as managing director for a boutique PR firm.

I've been internal, the client, the agency. I understand the demands on people in those roles, so I know how to make their lives easier. That's why as a freelance writer I offer many services, but the most important thing I provide my clients is...peace of mind.

Select Freelance Writing Credits

- 1) CLIENT: **Mediafly** - Chicago, IL
PROJECTS: Complete Website Content Overhaul, Case Studies, Corporate Positioning, Thought Leadership Pieces: Bylines, Blog Posts

- 2) CLIENT: **Phoenix Children's Hospital** - Phoenix, AZ
PROJECTS: Wrote, Edited & Curated Content for Phoenix Children's Center for Cancer and Blood Disorders Microsite

- 3) CLIENT: **Edelman** - Chicago, IL
PROJECTS: Developed overall themes for packaging New Business + Marketing proposals and provided copyediting for entire decks

- 4) CLIENT: **Chicagoland Entrepreneurial Center (CEC) / 1871** - Chicago, IL
PROJECTS: Profiles of 1871 Alumni Companies, Blog Posts, Press Releases, Media Alert, Print Ad, Party Invitation

- 5) CLIENT: **Swedish Covenant Hospital** - Chicago, IL
PROJECTS: Articles for online health/wellness portal, Bios for physicians and staff, Overviews of service lines

- 6) CLIENT: **Apparel Media Group** - Chicago, IL
PROJECTS: Corporate Positioning, Complete Website Content Overhaul, Tagline, Case Studies, Bios

- 7) CLIENT: **MarkITx** - Chicago, IL
PROJECTS: Transaction-Based Autoresponder Emails, Press Releases, Company Boilerplate

- 8) CLIENT: **IU Health Goshen Center for Cancer Care** - Goshen, IN
PROJECTS: Profiles of Cancer Survivors for Annual Report

- 9) CLIENT: **Mobile Marketing Association (MMA)** - New York, NY
PROJECTS: Website Content, Email Campaigns, Internal Communications

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Partial Client List

**ADVERTISING/MARKETING/
PUBLIC RELATIONS/MEDIA**

Apparel Media Group
Brand Learning
Dotomi
Edelman
Giant Step
Leapfrog Online
Leo Burnett
NSA Media
Ogilvy
Q Interactive
Viewpoints

ASSOCIATIONS

McDonald's Owner Operators of
Chicagoland & Northwest Indiana
(MOCNI)
Mobile Marketing Association
(MMA)
Young Presidents Organization
(YPO)

DESIGN/HOME IMPROVEMENT

A Vision Chicago
Artane Construction
Inspired Interiors
PRO Hardware Group
The Revel Group

EDUCATION

DePaul University
Inner-City Teaching Corps (ICTC)
NIIT

ENVIRONMENTAL

United Scrap Metal

HEALTHCARE

Indiana University Health Goshen
Center for Cancer Care
Phoenix Children's Hospital
Swedish Covenant Hospital

NONPROFIT

Chicagoland Entrepreneurial
Center (CEC) / 1871
Ronald McDonald House Charities
of Chicagoland & Northwest
Indiana (RMHC-CNI)

PET CARE

Cruisin' Canines

TECHNOLOGY

AirStash
MarkITx
Mediafly

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Professional Experience

Windward Writing & Communications <i>Principal</i>	2008 - Present
Red Chicago Marketing Solutions <i>Managing Director</i> <i>Account Director</i> <i>Account Supervisor</i>	2006 - 2008 <i>March 2008 - September 2008</i> <i>August 2006 - February 2008</i> <i>May 2006 - July 2006</i>
Leapfrog Online <i>Account Manager, Client Services</i> <i>Manager, Media Services</i> <i>Media Specialist</i>	2002 - 2006 <i>March 2004 - April 2006</i> <i>July 2003 - February 2004</i> <i>April 2002 - June 2003</i>
Giant Step <i>Public Relations Coordinator</i>	1998 - 2001
Leo Burnett <i>Public Relations Intern,</i> <i>Corporate Affairs Department</i>	1997 - 1998

Education

DePaul University <i>Bachelor of Arts in Communication, Minor in Marketing</i> <i>Pennebaker Direct & Interactive Marketing Certificate Program</i>
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