

CATHLEEN HEARD

1593 East Hewson Street
Philadelphia PA 19125
267.909.0059 | cathy@cathleenheard.com
cathleenheard.com

PROFESSIONAL PROFILE

- Decade of demonstrated success in web design & development
- Sharp visual style supported by a comprehensive knowledgebase
Expertise in front-end development, content strategy and team management
- Deadline intensive, results-driven background with high profile media clients
Past clients include Clear Channel Communications, iHeartRadio and XPN.org
Increased Clear Channel Philadelphia's year to date unique visitors (UVs) 40% over 2010
- Proven leadership ability matched with passion for emerging online trends

SKILL SET

- Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, Flash
- HTML/CSS, including HTML 5 & CSS 3
- Javascript/JQuery
- PHP
- Joomla
- Wordpress
- Google Analytics
- Omniture Site Catalyst
- Microsoft Office
- Content Strategy
- Email Marketing
- Project Management
- SEO Optimization
- Social Media Strategy

WORK HISTORY

Freelance Web Design & Development

September 2011 to Present

Available for front-end development, graphic design, social media marketing, and more. See cathleenheard.com for portfolio.

Clear Channel Philadelphia – Digital Content Director

January 2010 to September 2011

Integrated Media Production Head in top market. Managed cohesive and tireless six-person team. Project management liaison between Programming, Sales, and Promotions staff. Content generation and strategy. Design, coding and maintenance of brand assets and demanding calendar of station and market promotions.

Key Accomplishments

Clear Channel Philadelphia's Integrated Media Department is now a leader within the corporation.

- Recognized as Top 3 Digital Gainer for 27.8% increase of Facebook Fans in December 2010
- Repeatedly set new web traffic records in market. Example case: **Jingle Ball 2010** – 16,000 UVs* and 500,000 page views day of event; 68,000 UVs total during promotional period. **This figure is five times the daily average UVs during 2010-2011.*

Frequent collaborator with Clear Channel National Corporate staff (CCRD)

- As an early adopter of a new content management system and template, station redesign of **Mix Philadelphia** (WISX) was used in CCRD presentation to Facebook.

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WXPN – Web Content Developer & Lead Graphic Designer

November 2006 to January 2010

Primary source of design materials across all departments of a nationally recognized, NPR-affiliate radio station. Generated mockups, wireframes, design, front-end development, and training documentation for content on XPN.org as well as microsites ([World Cafe](#), [Y-Rock](#), [Kids Corner](#)) and special programming pages ([festivals](#), fund drives). Duties also included content publication, general site maintenance, social media outreach, and copywriting.

Key Accomplishments

- Lead designer on [Sustainability: The New Frontier](#) team, a series that generated over \$40,000 in revenue — a significant contribution to a difficult fiscal year.
- Key player in migration to a content management system and several complete redesigns of all sites.

The Scientist Magazine – Senior Web Designer & Administrator

March 2001 to August 2006

First full-time web employee and integral member of team producing online edition of science magazine. Monthly issue design and coding, including generation of multimedia assets (interactive infographics and Podcasts). Published daily update of breaking news features and edited corresponding art. Guided visual evolution of branding through internet advertising campaigns, email marketing and online media kit. Liaison between users, advertisers, editorial, sales, marketing, print and web.

Key Accomplishments

- Instrumental in four complete redesigns and growth of magazine from small trade publication to well-regarded contender in market shared with *Nature* and *Science*
- Member of team behind 2006 ASBPE award winning *Pain* supplement sponsored by Johnson & Johnson

The Scientist Magazine – Assistant Art Director

May 1999 to March 2001

Layout of monthly print periodical. Contributed editorial-enhancing content including illustrations, logos, diagrams, and graphs. Created print advertisements and assets for media kit. Point of contact for advertisers and printers.

EDUCATION

University of the Arts – Philadelphia, PA

Web Design Certificate program, completed 2003