

HEIDI CREIGHTON

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OBJECTIVE: To be an integral part of an organization's growth and success.

EXPERIENCE:

05/98 – present

Founder & President, [Creighton HealthTech](#), Boston. Responsible for providing professional public relations services to clients in the healthcare and aging markets.

- ◆ Introduced nonprofit organization via an aggressive and scalable public relations program resulting in donations of more than \$150,000
- ◆ Promoted e-commerce startup via a public relations campaign that helped generate over \$120,000 in sales in first holiday season
- ◆ Conceptualized and launched annual healthcare summit via a comprehensive communications program targeting medical professionals, patient advocates, investors, regulators, and traditional and social media to amplify messaging.

07/17 – present

Board of Registration of Allied Mental Health and Human Services Professionals, [Commonwealth of Massachusetts](#), Boston. Responsible for licensing and enforcing regulations for professionals in the fields of Behavioral Analysis, Educational Psychology, Marriage and Family Therapy, Mental Health Counseling, and Rehabilitation Counseling.

03/16 – present

PR/Social Media Rep., [Aging Life Care Association New England Chapter](#), Boston. Responsible for supporting the regional chapter and national brand via public relations and social media campaigns to support membership, heighten awareness, and increase demand for aging life care services.

09/11 – present

Correspondent, [Digital First Media](#), Denver, CO. Responsible for reporting and writing news articles for Digital First Media, one of the largest media groups in the U.S. and a leader in local, multi-platform news and information consumed by 60 million readers.

11/09 – 6/19

Board of Directors, [Harvard Schools Trust](#), Harvard, MA. Responsible for communicating mission and supporting membership drive and fundraisers of the educational nonprofit via a targeted public and media relations program aimed at increasing awareness and financial support of the 501(c)(3).

09/97 – 05/98

Director of Public Relations, [International Data Group \(IDG Corporate\)](#), Boston. Responsible for developing and implementing corporate public relations programming, and providing strategic PR counsel to the Chairman, CEO and 250 business unit leaders for the #1 tech media company in the world.

- ◆ Developed and successfully implemented annual PR plan on budget
- ◆ Secured dozens of media interviews for Chairman and CEO (print, radio, TV)

- ◆ Heightened visibility for IDG brand in business and industry press
- ◆ Provided PR counsel and support to 250 IDG business units worldwide
- ◆ Prepared all corporate press releases and media materials

12/95 – 09/97

Public Relations Manager, [Network World, Inc. \(an IDG company\)](#), Framingham, MA. Responsible for developing, directing and executing public relations program.

- ◆ Established public relations infrastructure
- ◆ Secured media coverage of *Network World* on 12 radio stations, 15 television stations and in more than 1,800 newspaper articles, reaching a total audience of 661 billion nationwide with an ad equivalency of \$7 million
- ◆ Developed/executed successful PR launch of *IntraNet* magazine
- ◆ Created/launched nation's first Intranet Excellence Awards
- ◆ Negotiated *Network World* National Media Coffee Series
- ◆ Wrote all press releases, media advisories and media materials
- ◆ Significantly increased overall brand awareness of Network World

12/93 – 12/95

Account Supervisor, Creamer Dickson Basford (now [Havas PR](#)), Boston. Responsible for developing and managing public relations programs for technology accounts ranging in size from \$120,000 to \$500,000.

- ◆ Managed program development and execution
- ◆ Supervised 4 direct employees, 6 freelancers
- ◆ Provided senior public relations counsel to clients including NYNEX
- ◆ Developed/wrote strategic communications plans
- ◆ Wrote press releases, technical papers, feature articles, case studies
- ◆ Directed new product launches, press conferences, VNRs, ANRs, SMTs
- ◆ Introduced advertising services for CDB clients; directed media planning and designed ad campaigns and marketing collateral
- ◆ Developed new business (\$.5 million in 1994 alone)

02/92 – 12/93

Public Relations Director, BBL Advertising, Acton, MA. Responsible for management and growth of public relations accounts.

- ◆ Prospected new and existing public relations accounts
- ◆ Managed press and client relations
- ◆ Designed public relations programs for all accounts
- ◆ Directed and supervised public relations department
- ◆ Wrote copy for all press releases and public relations materials
- ◆ Negotiated, wrote bylined articles
- ◆ Copy-edited collateral pieces and ads

03/91 – 02/92

Senior Counsel, CBC Public Relations, Durham, NH. Responsible for promoting products and corporate image of clientele.

- ◆ Offered consultations to clients regarding communications
- ◆ Developed targeted publicity strategies

- ◆ Wrote press releases, feature articles, case histories
- ◆ Negotiated press opportunities
- ◆ Coordinated/directed photography
- ◆ Provided leads management services

03/89 – 03/91 **Marketing Manager, [Munters](#)**, Amesbury, MA. Responsible for promotion of climate control technologies throughout North and South America.

- ◆ Supervised marketing staff
- ◆ Designed and wrote copy for ad and direct mail campaigns
- ◆ Introduced and promoted new products successfully
- ◆ Negotiated editorial coverage in over 500 trade journals
- ◆ Single-handedly managed trade shows
- ◆ Designed versatile leads management system, telemarketing program

PUBLICATIONS: “Know Your Target Audience on the Social Web,” PR News Press, © June 2010

“Ten Things PR Pros Can Do on the Internet Today,” Ragan Communications, © 1997

AWARDS: 2006 Award of Excellence in Public Relations, Ayer Education Foundation, Inc.
 1998 Certificate for Superior Achievement in Television Media Relations, North American Precis Syndicate, Inc.
 1997 Certificate of Excellence for Superior Achievement in Media Relations, North American Precis Syndicate, Inc.
 1996 President’s Award, Network World, Inc.
 1994 ACE™ Award, Creamer Dickson Basford Eurocom & Corporate PR

SOCIAL MEDIA: <http://www.linkedin.com/in/heidicreighton>
<http://twitter.com/HeidiCreighton>
<https://www.facebook.com/CreightonHealthTech/>

EDUCATION: B.A. in English, University of Southern Maine, Portland, Maine, 1989
 Peer Advisor, English Students Association