

HEATHER HARPER-CAZAYOUX

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Objective

To obtain a position utilizing my creative and strategic skills in public relations, marketing, advertising, and event coordination, as well as my extensive public relations experience and media contacts.

Accomplishments

Implemented and directed the Louisiana program of a national non-profit outreach campaign, successfully establishing nearly 100,000 citizens into the program system within 1.5 years.

Developed, managed, and executed strategic marketing, public relations, grassroots development and advertising campaigns for dozens of clients, mostly non-profit and political.

Twelve years of experience in Louisiana media earned placement and press negotiations; development of marketing and press materials; grassroots and event marketing; ad buys, budgeting and placement; copywriting; and large and small event coordination.

Experience

January 2007-Present

Freelance Consultant • h2: heather harper communications • New Orleans, LA

Owner and founder of small full-service public relations and marketing consulting business. Current clients include Café Amelie, Bernstein Litowitz Berger & Grossman LLP, Wise Buys and Replant New Orleans.

August 1997-November 2006

Senior Account Executive • The Brylski Company • New Orleans, LA

Executive Director, Partnership for Prescription Assistance (PPA), of Louisiana (January 2005-November 2006)

- Implemented and managed all outreach for the Louisiana PPA from its inception through maturity of national program, successfully generating nearly 100,000 applications from Louisiana citizens via phone and website.
- Established State PPA program recognized for outstanding media coverage and events by planning, generating publicity and building crowds for statewide events. Sample Louisiana PPA event accomplishments include:
 - ❖ PPA launch in April 2005 at the Baton Rouge State Capitol with PhRMA CEO Billy Tauzin.
 - ❖ Four statewide bus tour visits for the PPA “Help is Here Express”, including an event at the Louisiana Superdome with Spokesperson Montel Williams recognized by national PPA as one of top three PPA media events.
- Created office, hired, trained and managed in-house, satellite and event

Experience
cont.

staff for State PPA program.

- Developed press kits and releases in consultation with PhRMA offices in Washington DC. Wrote press materials; scheduled earned media for print, radio and television; planned statewide media tours and developed, directed and produced radio PSAs and video and radio news releases.
- Maintained liaison with national PPA program, including identification, staffing, and reporting on statewide grassroots outreach events for the national PPA program efforts.
- Recruited and maintained 700+ involved Louisiana PPA partners, including corporate and non-profit organizations, via continuous communication and outreach.
- Developed marketing and direct mail pieces. Designed and placed paid print and radio advertisements.
- Spoke at group events to promote the PPA.

Senior Account Executive (January 2005-November 2006)

Clients include: Medicare Rx, SenioRx, LouisianaAnswers.com, Women's Health Access Project (WHAP), the Louisiana Technology Council, LATAN, Bread for the World; Karen Carter Congressional Campaign, Kingdom of Saudi Arabia. Sample accomplishments:

- Procured and staffed dozens of marketing events to help Seniors over 65 years of age enroll in Medicare Part D, including a statewide bus tour; generated media for Medicare Part D issues; developed television PSAs, brochures and signage
- Planned and generated media for statewide Louisiana "Coffee Tour" to inform constituents about the existence and purpose of the LouisianaAnswers.com program.
- Planned election night event and served as election night press liaison for Karen Carter Congressional campaign

Senior Account Executive (August 1997-November 2004)

Clients include: Orleans Parish School Board /New Orleans Public Schools; State Department of Culture, Recreation and Tourism; Louisiana Family Mediation Council; Proud to Call it Home Campaign; Louisiana Department of Insurance's Senior Health Insurance Information Program (SHIIP); Louisiana Assembly of School Based Health Care; Baby Think It Over Campaign; SisterFriends. Political campaigns of Paulette Irons, Bill Jefferson and Senator John Hainkel

- Served as a press person for Orleans Parish Schools, planned dozens of press events and handled press inquiries
- Garnered media for "Baby Think It Over" program to prevent teen pregnancy.
- Planned and executed "SisterFriends" event at the former Jazzland in N.O. East with over 2,000 at-risk teenage girls to promote healthy living.
- Served as press liaison on several political campaigns.

November 1996-July 1997

Account Executive • Exhibit Marketing and Management • San Carlos, CA

- Coordinated use of rented convention marketing displays for various clients in the Bay Area.
- Managed all aspects of large national conventions for clients, including signage, display, staffing and registration procedures.

January 1994-September 1996

Manager, Inside Sales Department; Reprint/Mailing List Sales Manager • New Orleans Publishing Group • New Orleans, LA

- Managed telemarketing department of 4-6 employees for publisher of *New Orleans Magazine*, *New Orleans CityBusiness* and *Louisiana Life*
- Oversaw sales and collections of all publications for department
- Sold framed reprints of issues and subscriber lists.

Education

Louisiana State University, Baton Rouge, LA

B.A. in English, Creative Writing

Academy of the Sacred Heart, New Orleans, LA

Interests

Writing, tennis, rebuilding New Orleans.

REFERENCES:

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