



# HEATHER WATTERS

## ABM, B2C, & B2B MARKETING MANAGER

I am a passionate and results-driven leader with over nine years of marketing and design experience in various industries. I currently serve as the AVP and Marketing Officer at American Riviera Bank, where I manage and execute digital marketing, paid media, lead generation, account-based marketing, and creative content. As a certified financial marketing professional, I leverage automation tools, data analytics, AI, and other tools to create and execute effective campaigns that drive engagement, conversions, and loyalty. I also have strong skills in web design, social media, search advertising, SEO, project management, copywriting, content marketing, and creative design. I enjoy learning new trends and technologies and continually seek opportunities to expand my knowledge and skills. I aim to deliver impactful and innovative solutions that align with the bank's vision and values and enhance the client experience, providing the right product for the right person.

### CONTACT



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Ventura, CA



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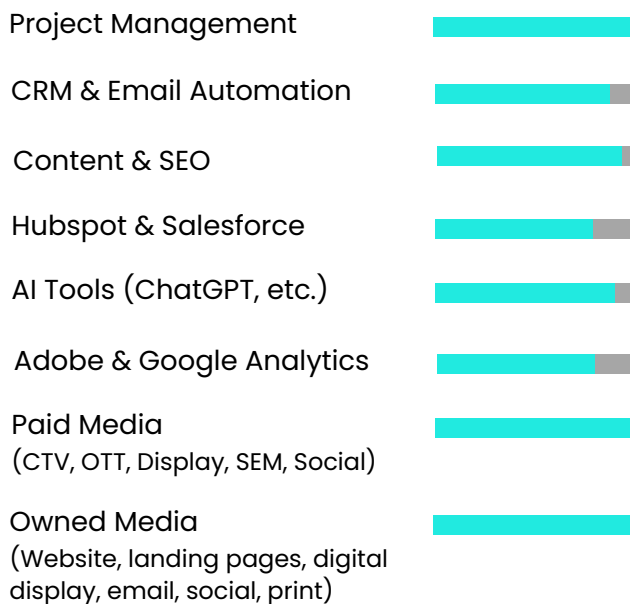


heatherwatters.com

### EDUCATION

- **2005 - 2007**  
**Cal State Channel Islands**  
Bachelor of Arts in History
- **2002 - 2005**  
**Moorpark College**  
Global Studies

### SKILLS



Wordpress & HTML



Adobe Creative Cloud



Office 365 & Power Apps



#### Hubspot Academy Certified

Content Marketing, Digital Software, Digital Marketing



#### Certified Financial Marketing Professional

ABA Certified | Passed Exam in 2023

## EXPERIENCE

- **2022 – Present**

- **AVP, Marketing Officer | American Riviera Bank**

- I have successfully led and managed various marketing functions, including media planning and budgeting, strategic reporting, and being the go-to-market strategist. In addition, I have excelled in digital management, overseeing a team of marketers and vendors while also driving email marketing initiatives (automated, remarketing, onboarding, reboarding, and targeted campaigns) utilizing database segmentation. I have demonstrated a strong aptitude for content marketing, design, website administration, and SEO across all paid and owned media platforms. My proficiency extends to serving as the MS Sharepoint administrator, sales hub creator, and lead generation specialist. Additionally, I have implemented automated workflows to enhance staff productivity, contributing to the overall success of our marketing initiatives. (B2C, B2B, & SAAS)

- **2020 – 2022**

- **Marketing Manager | CBC Federal Credit Union**

- Strategize and execute targeted account based campaigns and acquisition campaigns • Search and social ad manager • Print & email manager • Social Media manager • Content Creator • Copywriter • Project manager • Mobile First and SEO specialist • Paid media campaigns manager • Website administrator and project lead during new website design and implementation • Conference event planner • Lead generation & nurturing

- **2019 – 2020**

- **Marketing & Events Manager | Ventura Chamber of Commerce**

- Web administrator • Event planner and marketer for over 22 major events and 50 smaller events annually • E-mail campaign specialist • Social media coordinator • B2B Content creator

- **2018 – 2019**

- **Marketing Associate | Sage Publishing**

- Maintain marketing budgets for six departments • Update corporate website and create landing pages • Create sales tools • Plan and attend conferences and webinars • Social media coordinator • Graphic designer • Plan and attend focus & peer review groups

## REFERENCES

- **Alfredo Martinez**

- (805) 754-6923

- Financial Inclusion & Education  
Coordinator

- **Michael Landis**

- (720) 641-3510

- VP of IT

- **Lucas Danner**

- (805) 766-9551

- Marketing Director

## VOLUNTEER & WORK ABROAD

- **2008 | School Volunteer  
Cuzco, Peru**

- **2007 | English Teacher  
Taichung, Taiwan**

## INTERESTS

