



160 OLD HICKORY FOREST ROAD | ST. AUGUSTINE, FL 32084 | (904) 451-7275 | HEATHER@HEATHERLAUDE.COM

EDUCATION

University of Florida: Gainesville, Fla.

Graduation: December 2015

Master of Arts in Mass Communication with a specialization in Web Design

University of North Florida: Jacksonville, Fla.

April 2009

Bachelor of Science in Communication with a concentration in Journalism

GPA: 3.89 | GRE Score: 160 Verbal, 152 Quantitative

Summa Cum Laude and Honors in the Major Graduate

ACHIEVEMENTS

- Completed an Undergraduate Thesis and Coresponding Research Project at UNF
- Winner of the 2007-2008 Moriarty Prize for Best Work in Irish Studies at UNF
- President's List Honoree for a Perfect GPA for 3 Semesters at UNF; Dean's List all Other Semesters
- Outstanding Student Award for Basic Statistics for Social Sciences at UB
- Graduated Salutatorian from Alden High School in Alden, N.Y.
- Recipient of the Bausch & Lomb Honorary Science Award in 2003
- Member of National Honor Society (2002-2004)

SKILLS

Advanced grammar, writing and editing skills (fluent in AP Style); advanced Microsoft Office and Adobe Creative Suite skills including Photoshop, InDesign and Dreamweaver; advanced knowledge of HTML coding; comfortable with Mac OS X

PROFESSIONAL EXPERIENCE

Director of Communications (Full Time) - Hampton Golf Clubs: Jacksonville, Fla.

June 2006-Present

Supervisor: MG Orender, President | (904) 564-9129

- Edit written and electronic corporate communication for grammar and style
- Create and write various business letters, web content, marketing materials, social media updates and e-mail blasts for 20+ golf courses and other clients
- Write press releases and manage other marketing projects for 20+ facilities
- Assist Vice President of Marketing with advertising, sponsorships, corporate communication and internal and external presentations and proposals
- Build and maintain web sites for Hampton Golf Corporate and its clients

Sales Team Leader (Full Time) - LocalNet Corporation: Amherst, N.Y.

May 2005-June 2006

Supervisor: Chris Buerk | (888) 488-7265

- Directly manage a team of 10-15 sales agents
- Supervise 30+ agents, monitor phone calls, complete agent reviews, train new agents and motivate department to achieve sales goals

WRITING EXPERIENCE

Freelance Staff Writer/Copy Editor - Image Magazine: Woodland Park, N.J.

June 2009-December 2012

- Write profiles, features and news pieces for the quarterly magazine
- Edit the entire magazine for grammar and style before publication

Community News Intern - The Florida Times-Union: Jacksonville, Fla.

August 2007-December 2007

- Write profiles, features and news pieces and take and edit photos and video for five twice-weekly community news sections

