

# Heidi Meyers

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## PROFESSIONAL SUMMARY

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Neuroscience researcher turned NYC TV Week 40 Under 40 honoree who thrives at the intersection of media marketing and audience analytics. Has worked end-to-end in digital marketing as copywriter, digital designer, media planner, brand manager, project manager, and product manager for over 150 clients in startup, boutique, and corporate environments.

## WORK EXPERIENCE

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### AMC Networks

11/2019 - Present

#### Director of Brand Strategy & E-commerce

- Ideate and execute e-commerce and product campaigns, resulting in a 32% sales growth for the AMC Shop and increased brand visibility
- Elevate brand visibility and fandom excitement through innovative brand partnerships, enhancing marketing campaigns and generating press coverage

#### Director of Brand Strategy

- Lead execution of best-performing AMC Original Tentpole series campaigns of all time in Paid Adds, Reach and Hours Watched, including The Ones Who Live, Interview With the Vampire, and Dark Winds
- Drive cross-functional collaboration with AMCN, production houses, and third-party creative agency partners to execute campaigns, including coordination with Show Production teams and internal creative teams to deliver key marketing assets
- Create powerful, storytelling, 360 campaign overviews for presentation to Showrunners, Executive Producers, Studios, and internal stakeholders
- Serve as central hub of launch execution details, partner relations, and creative direction for all assigned titles/brands
- Develop and manage campaign documents including briefs, presentations for internal and external partners, project trackers, and performance recaps

#### Brand Marketing Manager

- Developed and executed impactful brand marketing strategies for major TV networks and streaming service, contributing to the success of shows like Better Call Saul and Interview With the Vampire.
- Implemented integrated marketing plans to drive viewership and subscriptions across all elements of marketing mix, including advertising, online, PR and consumer activations
- Facilitated communication across internal and external stakeholders, coordinated deliverables and timelines across departments, to ensure cohesive campaign execution

#### Digital & Social Marketing Manager

- Craft organic and paid social strategy for multiple brands and shows across linear, subscription and SVOD initiatives.
- Ideate and execute AMC+ social acquisition campaigns, including KPI reporting, creative sourcing and copywriting.
- Manage collaboration with agencies, talent, publishers, and media partners to maximize digital reach

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### WebMD

02/2018 - 11/2019

#### Senior Yield Management Analyst

- Translate client goals into social, CRM, and SEM campaigns, including optimization across platforms and client-facing reporting

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- Manage external partnerships with yield partners across social, CRM and SEM, negotiating support of 11MM in potential revenue

#### Paid Social Strategist

- Leverage and delegate multi-million dollar budget to support over 8% of total company revenue in 2018 across WebMD, Medscape, and Vitals properties in US, LATAM, and European markets.
- Curate content, audience selection, and platform strategy to support over 250 pharma, consumer packaged goods (CPG), hospital, and research campaigns.

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#### **HBO**

06/2017 - 12/2017

#### Digital & Social Media Coordinator

- Created editorial calendars for brand social channels including Facebook, Twitter, Instagram, Snapchat, and YouTube.
- Wrote all copy for brand-centric social campaigns, sourcing or creating accompanying media, including Snapchat Stories, Instagram Stories, Clips and GIFs
- Managed marketing agency partnership, including creative direction, execution and delivery

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#### **Digiday**

#### Digital Marketing Coordinator

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#### **hidy public relations**

#### Chief Product Officer | Marketing Consultant

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#### **Paradise Glen Productions**

#### Marketing and Communications Associate

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#### **EDUCATION**

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#### **Harvard Business School Online**

#### CORE Program

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#### **Dartmouth College**

#### Bachelor of Arts (B.A.) in Neuroscience

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#### **SKILLS**

Activations, Adobe Photoshop, Advertising Campaigns, Content Marketing, Copywriting, Digital Channels, Digital Marketing, Digital Strategy, Facebook Marketing, Instagram, Marketing Copy, Marketing Strategy, Media Buying, Photoshop, Project Management, Public Speaking, Retail Marketing, Snapchat, Social Media, Social Media Advertising, Social Media Marketing

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#### **AWARDS & SCHOLARSHIPS**

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#### **NYC TV Week 40 Under 40**

Broadcasting + Cable Magazine