

Heather Neisworth

**Strategic Communications/New Media/Mobile Strategist at Nice Work
PR**

Washington D.C. Metro Area, DC, US

Strategic Communications Advisor/Digital Consultant

Description

Digital Communications, Global Marketing Campaigns, Technology, Communication Strategy, International Relations, Mobile Strategy, Social Media, Culture Change, Brand Management, Public Relations, Community Affairs, Employee Engagement, Trendspotting, Crisis Management, Public Diplomacy, Research and Development, Fashion Writing, National Branding

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Public Relations and Communications, International Affairs

Topics

Corporate Branding, Mobile Strategy, Web Communications

Affiliations

Board Member Young Benefactors of the Smithsonian, IABC, PRSA

Sample Talks

Social Media Week DC 2013

Discussed trends in social media, communication, web strategy, advocacy, brand management, the mobile environment and developing a multi-tiered communication strategy for specifically targeted audiences using traditional media, web, mobile and smart pad platforms.

Education

Duquesne University

MA Corporate Communications

University of Pittsburgh

BA English Literature and Art History

Accomplishments

Guest Speaker at Social Media Week Washington, DC

Discussed trends and best practices for web, mobile and communication strategy.

Featured Columnist Washington Post Beauty Scout

Featured writer covering beauty trends from New York Fashion Week for Spring 2013.

<http://dcscout.washingtonpost.com/post/31919516977/heather-neisworths-beauty-trends-from-nyfw-spring-2013>

Creating Marketing Strategy for "This Emotional Life" PBS Segment

Worked in partnership with the Huffington Post and "This Emotional Life" PBS to create a marketing, communication, web strategy to promote a segment on PTS.

<http://www.pbs.org/thisemotionallife/>

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