

# CATHLEEN HEARD

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Philadelphia PA 19125  
267.909.0059 | [cmheard75@yahoo.com](mailto:cmheard75@yahoo.com)

web | print | photo

[cathleenheard.net](http://cathleenheard.net)

## PROFESSIONAL PROFILE

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- **Inventive, energetic yet seasoned professional.**  
Nearly fifteen years of design experience, over a decade in web design.
- **Discipline and diplomacy.**  
Qualities engrained from a rich background in the deadline-intensive media world. Excelling in a fast-paced, heavily collaborative environment is second nature.
- **Highly motivated and motivating leader that delivers results.**  
Clear Channel Philadelphia year to date unique visitor (UVs) increase of 40% over 2010.

## TECHNICAL SKILLS

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- Adobe Creative Suite: Dreamweaver, Flash, Illustrator, and Photoshop
- HTML/CSS
- Javascript/JQuery
- PHP
- Microsoft Office
- Omniture Site Catalyst
- Joomla
- Wordpress
- Streaming Video (Kyte/Ustream)
- Photo Editing and Licensing
- Project Management
- SEO Optimization
- Social Media Strategy
- Web Analytics

## WORK HISTORY

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### Clear Channel Philadelphia – Bala Cynwyd, PA

January 2010 to Present

#### Digital Content Director

Integrated Media Production Head in top market. Managed cohesive and tireless six-person team. Project management liaison between Programming, Marketing, and Promotions staff. Content generation and strategy. Design, coding and maintenance of brand assets and demanding calendar of station and market promotions.

#### Key Accomplishments

Clear Channel Philadelphia's Integrated Media Department is now a leader within the company.

- Recognized as Top 3 Digital Gainer for 27.8% increase of Facebook Fans in December 2010.
- Repeatedly set new web traffic records in market. Example case: **Jingle Ball 2010** - 16,000 UVs and 500,000 page views day of event; 68,000 UVs total during promotional period.

Frequent, respected collaborator with Clear Channel National Corporate staff (CCRD).

- An early adopter of a new content management and template, station redesign of **Mix Philadelphia** (WISX) was used in CCRD presentation to Facebook.
- As a contributor to CCRD Photo Team, provided authorized imagery and created popular photo galleries driving web traffic to a variety of stations across the country.
- Assisted in the development of training documentation regarding the acquisition of editorial and commercial images within copyright restrictions.

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## WXPN – Philadelphia, PA

November 2006 to January 2010

### Web Content Developer and Lead Graphic Designer

Primary source of design materials across all departments of a nationally recognized, NPR-affiliate radio station. Generated mockups, wireframes, front-end programming and training documentation for new and redesigned content on the WXPN site as well as microsites ([World Cafe](#), [Y-Rock](#), [Kids Corner](#)) and special programming pages ([festivals](#), fund drives). Duties also included content publication, site maintenance, social media outreach and copywriting.

### Key Accomplishments

- Lead designer on [Sustainability: The New Frontier](#) team, a series that generated over \$40,000 in revenue, a significant contribution to a difficult fiscal year.
- A driving force behind migration to a content management system and several complete redesigns of all sites.

## The Scientist – Philadelphia, PA

May 1999 to August 2006

### Senior Website Designer and Administrator

Crucial member of science magazine web team. Cultivated interest in augmenting its web presence. Monthly issue design and coding, including generation of multimedia assets (interactive info graphics, Podcasts). Ensured faithful translation of original print materials. Edited daily update of breaking news features and corresponding art. Guided visual evolution of branding through multi-pronged internet advertising campaigns: banners, e-mails and online media kit. Liaison between users, advertisers, editorial, sales/marketing, print and web. Recruited and organized freelance photographers.

### Assistant Art Director, Print Production

Page layout of monthly issues. Contributed editorial-enhancing content including illustrations, logos, diagrams, and graphs. Produced in-house ads. Point of contact for advertisers and printers.

### Key Accomplishments

- Pioneering and imaginative, carved own path from print production to first full-time web employee. Was instrumental in four complete redesigns and growth of magazine from small trade publication to well-regarded contender in market shared with *Nature* and *Science*.
- Member of team behind 2006 ASBPE award winning *Pain* supplement sponsored by Johnson & Johnson.

## EDUCATION

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### University of the Arts – Philadelphia, PA

Web Design Certificate program, completed December 2004