

Heather Albright

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Objective

To give clients a perfectly branded and unified experience.

From the beginning of every project I work with clients to discover and evaluate their specific brand and event objectives. I review their brand's details and parameters to ensure all elements are recognized and then work to produce a perfect blend of messaging and event look and feel.

I then develop a strategic event communications plan and budget to include printed materials, event media and online applications (including web enrollment, email blasts, and electronic communications).

Together with the Creative Services team, we work with each facet of the operation to blend and incorporate the messaging into every aspect of the experience. We start with the pre-program communications and weave a consistent look throughout from IT implementation, event production and media, directional signage, presentation materials, guest communications, amenities and event décor. I put myself into the end consumer's shoes and work to maximize and control their budget.

Experience

SportsMark

[1995 - 2010]

I have 15 years of experience in event branding and creative development work with SportsMark through my company, HAZ Design. As Senior Art Director, I direct a team of in-house graphic designers, web specialists and event & production staff. I signed with SportsMark to head their in-house Print & Design Division by contract, for the 2002 Salt Lake Olympic Winter Games, since I had worked on the previous four Olympics with them. I work directly with sponsors of major sporting events to design the overall look and messaging of their sponsorship, while maintaining brand consistency for both the sponsor and the event.

IDG Books

[1994 - 1997]

I worked as Brand Manager for the "... For Dummies" series trade brand to help them to move from computer-based topics into broader consumer interest groups; such as gardening, self-help, and home improvement.

Cahner's Publishing

[1992 - 1994]

Within two years, I worked my way up the ranks from Marketing Assistant to Advertising Design & Placement Manager. I worked directly with the advertisers to recommend ad placement effectiveness in addition to directing in-house ad design services.

Education

Humboldt State University

[1992]

I attended HSU where I graduated with a BA in English. During my Junior and Senior year I interned with Yakima's Creative Service Department.

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Some clients I have worked with

Visa & Visa Signature

Super Bowl 2010
Vancouver 2010 Olympic Games
Beijing 2008 Olympic Games
Athens 2004 Olympic Games
Athens 2004 Paralympic Games
Visa Signature Venue Series – 2002, 2003, 2004, 2005, 2006, 2008, 2009
Visa Signature NASCAR Series – 2002, 2003, 2004, 2005, 2006

Bank of America

Beijing 2008 Olympic Games
Torino Olympics - 2006
Athens 2004 Olympic Games
Leadership on the Links Series – 2008, 2007, 2006
Fantasy Camp Series – 2005, 2006, 2007
NASCAR Series – 2005, 2006, 2007
U.S. Open Championship Golf – 2006, 2007, 2008
Pebble Beach – 2006, 2007, 2008

CBS

Super Bowl – 2010, 2009, 2008, 2007

Chevron

Masters Golf Tournament – 2010, 2009, 2008
Beijing 2008 Olympic Games

Qualcomm

U.S. Open Championship Golf – 2009, 2008
Beijing 2008 Olympic Game

Coca-Cola Company

Beijing 2008 Olympic Game
Athens 2004 Olympic Games

Hartford Insurance

Men's Final Four – 2005, 2006, 2007, 2008

Pontiac

Men's Final Four – 2006, 2005

Manulife

Beijing 2008 Olympic Game

Gillette

2006 FIFA World Cup

Yahoo

2006, 2002 FIFA World Cup
Big Y! Sales Conference 2005

Xerox

Athens 2004 Olympic Games