

[Heather Bragg]

Summary

Heather Bragg is a former newspaper journalist, who has worked in small and large newsrooms in the Lowcountry and throughout the Midwest. Her background in the publishing world includes reporting, feature writing, editing, graphic designing, marketing, Web site development and staff management. In addition to working closely with newsrooms, Heather has implemented print marketing campaigns for magazines, businesses and government agencies.

Highlights

- **Designer.** Designer of magazines, newspapers, logos, direct mail and advertising campaigns, signage, newsletters, all marketing collateral.
- **Marketing.** Wood+Partners, Inc. landscape architect and land planning firm; regional magazines, including *The Runaway Bride Destination Guide*.
- **Assistant Lifestyles Editor.** *The St. Joseph News-Press* in St. Joseph, Mo. Supervised four feature writers for a 40,000-circulation newspaper. Covered the religion news of St. Joseph and the surrounding area. Designed newspaper feature pages.
- **Special Sections Editor and Reporter.** *The Island Packet* and *The Beaufort Gazette*. Creative director, technical manager, writer, editor for more than 50 special advertising sections per year.

Career Timeline

- 2006 to present.** Graphic designer, writer and editor. Partial client list includes Frey Media Holdings, *Hilton Head Monthly* magazine, *Golfer's Guide* magazine, Lowcountry Economic Network Alliance and the SC Design Arts Partnership.
- 2007-2008.** SC Design Arts Partnership. Designed all marketing collateral (prior association): brochure, annual report, in-house office templates for newsletters and press releases, Constant

Contact e-newsletter templates and blog set-up; also assisted with logo development include conceptual design and tagline.

- 2007.** Marketing Assistant. Wood+Partners, Inc. Designed ads and marketing materials. Wrote press releases and articles for regional and national publications. Organized, researched and created responses for government bids. Maintained Google and Yahoo marketing campaign.
- 2004-2006.** Special Sections Editor. *The Beaufort Gazette*, Beaufort, SC.
- 2003-2004.** Assistant Lifestyles Editor and Religion Reporter. *St. Joseph News-Press*, St. Joseph, Mo.
- 2001-2003.** Special sections coordinator, Lowcountry Newspapers (*The Island Packet* and *The Beaufort Gazette*), Bluffton, SC.
- 2000-2001.** General assignment reporter, *The Island Packet*, Hilton Head Island, SC. Duties included reporting, writing and photography.
- 1999-2000.** Police and fire reporter, *The Paris Beacon-News*, Paris, Ill.

Education

- 1999.** Indiana University, Bloomington, IN. BA in Journalism and minor in Spanish. Interned at *Indiana Business Magazine* during the summer of 1997. Studied in Seville, Spain in 1999.

