Heather Neisworth

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

Washington D.C. Metro Area, DC, US

Strategic Communications Advisor/Digital Consultant

Biography

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

International Affairs, Public Relations and Communications

Areas of Expertise

Corporate Branding, Mobile Strategy, Web Communications

Affiliations

PRSA, IABC, Board Member Young Benefactors of the Smithsonian

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

University of Pittsburgh

BA English Literature and Art History

Duquesne University
MA Corporate Communications

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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