

# Kenneth A. Heiman

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**Marketing professional with experience enabling 4 nonprofits and a green tech business to achieve record growth by managing all their marketing and PR efforts**

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## SUMMARY OF ACCOMPLISHMENTS AND SPECIALTIES

- **Marketing Campaigns:** Expanded Palo Alto Art Center's, a nanotechnology association's, and two green organizations' geographic reach severalfold and helped increase clientele to record levels by managing all marketing. Brought San Jose Silicon Valley Chamber of Commerce's marketing into the 21st century, led its complete rebranding, and engaged many high-tech and political VIPs.
- **Public Relations:** Built San Jose Silicon Valley Chamber of Commerce's PR function from the ground up. Boosted media coverage for a green organization 75%, increased media coverage for Palo Alto Art Center 50%. Successfully managed relationships with PR agencies.
- **Relationship Development:** Secured national TV stations and magazines. Worked with several globally known celebrities and politicians to help market organizations. Leveraged past experience as a reporter at the *SJ Mercury* to uncover and initiate new business opportunities and successfully contact prospective partners and clients.
- **Organization:** Consistently managed marketing and PR campaigns within schedule and budget. Leveraged experience founding and building a green tech business to manage complex workflows in many locations at the same time. Managed relationships with vendors at several companies.
- **Communication:** Developed and managed websites, and optimized SEO. Created marketing collateral in several media. Wrote book on workplace morale, and gave presentations on green business and on writing press releases.

*Marketing Strategies • PR Strategies • Marketing Campaigns • Branding • Marketing Communication  
Digital Marketing • Social Media • Website Development • SEO • SEM • Marketing Collateral • Press Releases  
Project Management • Vendor Management • Relationship Development • Presentations • Photography  
InDesign • PageMaker • Quark • Photoshop • PowerPoint • MS Office • Excel  
HTML • CMS • Constant Contact • Google Docs • Salesforce*

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## PROFESSIONAL EXPERIENCE

### **City of Palo Alto**, Palo Alto, CA

*Marketing Coordinator, Palo Alto Art Center (2014–Present)*

Achieved record growth in exposure and relationship building with people from many cultures, Bay Area cities, and organizations by managing the organization's marketing and PR.

- Increased media coverage 50%. Secured several articles in the *SF Chronicle*, magazines (including *Silicon Valley Living*), and art blogs. Also achieved company records in TV and radio coverage.
- Expanded the organization's reach to the rest of the Bay Area. Advertised in Peninsula and general Bay Area publications, and wrote press releases.
- Achieved company records in outreach to other organizations. Built partnerships with cultural societies, led joint programs with underserved areas (including schools), engaged artists from different cultures, and organized activities with entertainment centers.
- Increased digital marketing activities, and tracked metrics. Added content to website (including stories about artists, students, and instructors), established SEO, and advertised in 20 online calendars.
- Revamped the email distribution system; increased the number of opens and click-throughs. Improved the format's visual appeal, engaged audiences with contests, and A/B tested subject lines.
- Organized marketing events, including company anniversaries, galas, and exhibition openings.
- Systemized all marketing and PR. Created department-wide calendar to prioritize and organize all projects.

**Sustainable Silicon Valley**, Santa Clara, CA

*Manager of Public Relations* (2012–2014)

Joined nonprofit dedicated to making Silicon Valley the world's most sustainable region, and increased its coverage in print, TV, radio, and blogs 75% by forming and leading the first comprehensive marketing and PR strategies. Developed the organization's brand, and propelled the org to the forefront of discussions in the sustainability movement.

- Engaged public figures in marketing campaigns. Contacted Governor Jerry Brown's office, and secured engagement in which he spoke at a conference (several news outlets, including KGO, covered the speech).
- Achieved several firsts in media relations. Secured coverage by the *SJ Mercury* and *Silicon Valley Business Journal*. Wrote and distributed press releases.
- Expanded engagement to other communities, including Mendocino County, Monterey, Santa Cruz, and several Silicon Valley cities. Initiated strategic discussions about increasing their sustainability efforts.
- Helped build relationships with donors; engaged with them in partnerships.

**Green Tech Academy**, San Jose, CA

*President, CEO, and Director of Marketing and PR* (2009–2010)

Founded one of the first for-profit companies that provided training to technology and business leaders interested in the clean tech sector; managed all the marketing and PR. Developed the brand, and profitably sold the business to a third party.

- Secured and onboarded clients from many industries, including computer and manufacturing.
- Expanded clientele to the North Bay; provided paid one-day seminars on clean tech, nanotech, wind tech, and solar tech.
- Managed all the marketing outreach, and secured print, online, and radio coverage.
- Developed the website, including all pages, the registration process, and links to other sites. Conducted the SEO.
- Managed the social media campaigns, and interacted directly with users.
- Created the collateral, including posters, brochures, and online banners.
- Managed all company operations, finance, and HR. Prepared the budgets, hired and trained instructors, and managed logistics.

**International Association of Nanotechnology**, San Jose, CA

*Marketing Specialist* (2007–2009)

- Secured participation of several cities' mayors in discussions on sustainability practices.
- Led phone and email campaigns that recruited students and instructors for training programs.

**San Jose Silicon Valley Chamber of Commerce**, San Jose, CA

*Director of Communications* (2000–2007)

- Played key part in expanding the organization's membership to record levels by building the marketing and PR functions from the ground up.
- Contacted the media; obtained coverage in *Forbes*, the *SJ Mercury*, and *SJ Business Journal*.
- Worked directly with several celebrities at events, including Walter Cronkite, Bob Newhart, Barbara Bush, and Bob Dole. Set up one-on-one discussions, and interfaced with the media that wanted access to them.
- Secured Governor Arnold Schwarzenegger as a speaker at an event, which 30 media outlets covered.
- Initiated and developed partnership with the Red Cross, which garnered \$300K for the South Asian tsunami within 3 hours. Onboarded them, and participated in KNTV's phone-in donation effort.
- Rebranded the organization by developing new logo and collateral, and by updating the website. Made website easier to use and more visually appealing. Also made the monthly newsletter more engaging.
- Assisted in the Chamber's advocacy efforts, including endorsement of candidates and propositions.

**Prior marketing and PR experience at Community Child Care of Santa Clara and Consolidated Freightways Corporation, and previous work as a newspaper reporter and editor. Details upon request.**

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## EDUCATION

Bachelor of Arts, Journalism, San Francisco State University, San Francisco, CA