

Heather Conti

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Education

University of Illinois at Urbana-Champaign | Bachelor of Science in Advertising | Minor in Public Relations

Professional Experience

Within Your Reach Marketing

Digital Marketing Strategist | September 2025 - Present
Marketing Intern | September 2023 - May 2024

- Manage 5–7 clients at once in collaboration with the agency owner, developing and executing data-driven social media strategies using Canva and Meta Business Suite to increase engagement and support client growth.
- Build and analyze email marketing campaigns, using performance data to refine messaging and increase open and click-through rates.
- Produce video content and digital promotional materials that strengthen campaign performance across social and paid ad campaigns.
- Lead website creation and development for clients, improving SEO, user experience, and content structure to increase visibility and conversions.
- Work across multiple client accounts to develop customized marketing plans, using analytics and performance reporting to guide strategy, decision-making, and Meta Ads creation and optimization.
- Mentor and lead a team of 3-4 individuals at once, managing workflows, delegating tasks, and ensuring consistent, high-quality content creation.
- Capture photo and video content at client events, creating storytelling-focused assets for use across social and digital campaigns

Freelance Social Media Marketer

July 2024 - Present

- Design high-quality digital and print materials using Canva, CapCut, and Adobe Illustrator.
- Manage the social media presence for multiple clients at once, leveraging analytics, SEO insights, and audience research to refine content strategy and maximize engagement.
- Plan, schedule, and oversee paid and organic campaigns using Meta Business Suite, Hootsuite, and Notion, ensuring consistent, data-driven posting and brand alignment.
- Deliver detailed analytics and performance reporting- tracking engagement, ROI, CPC, SEO, and CPM- to inform strategic recommendations and optimize marketing outcomes.

GameDay USA

Marketing & Logistics Intern | May - August 2024 | Naperville, Illinois

- Designed and executed marketing campaigns across social media platforms, including Instagram, Facebook, and TikTok, while producing promotional materials and branded content to boost engagement and enhance event visibility.
- Captured real-time event content and transformed live moments into engaging social media posts and highlight reels.
- Conducted outreach and promotional efforts, including direct communication with prospective participants and on-site event marketing.
- Worked closely with the Tournament Director to plan and execute peak season events, overseeing logistics and maintaining clear communication with event staff to ensure smooth event operations.

CME Group

Accounting Intern | May - August 2022, December 2022 - January 2023 | Chicago, Illinois

- Processed daily supplier Invoices in Workday ERP, while reviewing tax and banking documentation.
- Confirmed and updated banking details for suppliers in Workday ERP.
- Reviewed Open Payables report and assisted with resolution of aged, unpaid invoices.
- Assisted with various payment types, including wires, ACHs, and the manual check cutting process.

Certifications

University of Illinois at Urbana-Champaign | *Social Media Certificate* | January 2025

University of Illinois at Urbana-Champaign | *Sport Media Certificate* | May 2025