

Teresa Heidt

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A creative individual with an extensive background in digital communications, event planning, sales and marketing. Passionate about solving problems and serving others. Enjoys cultivating relationships and meeting high expectations. Awarded for providing incredible customer service and proven ability to deliver results.

Key Accomplishments

Professional:

- Promoted to marketing and analytics division within a highly competitive market.
- Selected by leadership for Associate Growth program and strategic leadership training
- Implemented and upsold online selling tools to leverage the number of users from 10 to 350.
- Overachieved sales goals by 70% during an economic downturn through innovative messaging.
- Developed instrumental sales reports from online data in order to map out seasonal sales goals.
- Created team building strategies and received recognition for leadership.

Personal:

- Published author of nationally recognized book series:
<https://www.dallasnews.com/business/retail/2020/08/12/these-luxury-retail-workers-are-storytellers-too/>
- Established THD, a site design company, in 2021.
- Graduated NMG leadership program. "Fashion Your Future".
- Winner of NM Best award as an Individual and team member (Neiman Marcus Group's coveted Associate award program)

EXPERIENCE

Divisional Coordinator

Neiman Marcus

2020 - present

Dallas, TX

Assisting President, Chief Brand Officer and Chief Marketing Officer in department management and support of 160 marketing and creative associates.

- Managing full department operations including, but not limited to, distribution lists, contractor onboarding, invoicing, team onboarding, travel management, and more.
- Launching two first-of-their-kind programs department wide - a recognition and awards program to focus on elevating culture and a Masterclass program to focus on team development, helping achieve the lowest Associate attrition of only 3.2% (during "the greatest resignation") which was 47% better than the corporate average.
- Assisting with the Fantasy Gift Launch in Los Angeles and helped in generating sales for the event, as well as acting as liaison between the team and the customer.
- Coordinating events across multiple facets, from internal team building to high-level key customer engagement opportunities.
- Running operations for inaugural "The Best Sellers Club" event to celebrate 100 top selling associates across the company, working closely with multiple teams to provide exceptional event planning and execution.
- Strategizing comprehensive team onboarding process and raising internal service levels gaining highest levels of Associate satisfaction with eNPS scores improving more than 25%.
- Establishing and evolving an internal sharepoint site for all marketing and creative events, news and recognition.
- Leading team trainings for new system changes and other pertinent news.

Client Solutions Executive

Neiman Marcus

2011 - 2020

Dallas, TX

Working alongside General Manager and act as liaison between 500 associates, high networth clients and the executive team for the number one store in the company.

- Managed social media for number one door in the company driving engagement by 20%.
- Generated analytical reports on store spending trends and historical seasonal sales comparison to further growth.
- Supervised sales team, leading multiple start up meetings and providing technical resources for the team.
- Assisted with new hire training and coaching teams on using online platforms - overachieving plan by 180%.
- Produced responsive digital newsletter delivered daily to associates enhancing communications by 100%.

Communications and Sales Manager
IPC Fragrances

2010 - 2011
Dallas, TX

Managed all communications for beauty company.

- Exceeded 600k in sales and handled media events for Creed Fragrance including all digital marketing for brand.
- Developed a training program for sales associates and broadened client base by 5000 in one year.
- Oversaw exclusive client events and launched \$90,000 campaign for new product.
- Drafted all written presentations and product placements to help associates meet sales goals.

Sales and Leasing Associate
New York Real Estate

2000 - 2008
New York, NY

Collaborated with Sales and Leasing directors on multi-project project buildings to produce high end events.

- Increased awareness of onsite service experiences through hosting innovative events and running digital campaigns.
- Welcomed perspective clients and handled all communication between the client and the developer.
- Co hosted broker events and organized all aspects of the planning process.

RECOGNITION AWARDS

- Neiman Marcus Group "NMG Best" Award
- Two time Neiman Marcus NorthPark Service Star recipient
- Certificate of recognition for dedicated volunteer work at Ground Zero NYC

TECHNICAL SKILLS

Programming Languages: HTML, CSS, Javascript

Database Management: MySQL, MongoDB

Libraries / Frameworks: jQuery, Bootstrap, Express, Sequelize, Handlebars, Mongoose, React

EDUCATION

Southern Methodist University Certificate in Full Stack Web Development: Dallas, TX
Full Stack Web Development Certificate

Southern Methodist University Writing Workshop: Dallas, TX
Creative Writing Affiliate

The Academy of Dramatic Arts: New York, NY
Associates Degree - Film & Theater Studies

MEMBERSHIP AND VOLUNTEERISM

Development Board

Bryan's House

Dallas, TX

- Helped generate awareness for the mission of the company
- Actively sought out new members to join and support
- Strengthened relationship between the organization in the community

Advisory Board

Santa Clara of Assisi

Dallas, TX

- Provided a marketing plan for school to foster growth.
- Suggested social media guidelines for teachers and students.
- Taught marketing and social media classes for middle school students.

English Teacher

South American Missions

Lima, Peru

- Founded the Colique Compassion Project to help feed 800 underprivileged children in desolate areas of Peru.
- Raised \$10,000 to provide learning materials and restore school buildings.
- Advocated wellness campaign for local school and provided over 1000 hygiene products to students.

Disaster Relief First Responder

Ground Zero Relief Effort

New York, NY

- Orchestrated 2000 first aid deliveries using online tracking and provided first responders with supplies.
- Assembled 180 guidance packets and provided counsel and direction for afflicted relief workers.
- Briefed task force on recommended action plans and determined number of volunteers for each shift.