



Heather Terdan

MARKETING & DIGITAL MEDIA

CONTACT



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www.heatherterdan.com

EDUCATION

- **Bachelor of Arts 2016**

Lake Erie College

Digital Media & Marketing

EXPERTISE

- Adobe Creative Suite
- Photo & Video Editing
- HTML/CSS
- Social Media Marketing
- Web Design & Development
- Data Analysis
- Project Management Tools
- Strong Communication
- Leadership

FREELANCE WORK

Practical Horseman

Dressage Today

Equine Affaire

5/A Baker Blankets

GSS The Marketing Agency

Coat Defense

Yopko Penhallurick

EXPERIENCE

- **HT Photo, Video & Marketing / Owner**

2015 - Present

Produced photo/video content for equestrian and lifestyle brands

Managed marketing strategy, from concept to analytics

Built client base through social media and SEO

- **Content Creator / Equine Network**

February 2024 - June 2025

Created social video content across TikTok, IG, and Facebook

Assisted with data analysis and brand optimization for clients

Supported content strategy aligned with audience trends

- **Digital Marketing Manager / Noelle Floyd**

February 2023 - November 2023

Ran digital campaigns across social, email, and e-commerce

Analyzed metrics to improve engagement and conversions

Led content strategy for growth and retention

- **Videographer / Stahls Transfer Express**

June 2021 - February 2023

Filmed and edited tutorials and product videos

Collaborated with product and education teams

Delivered consistent weekly content on deadline

- **Visual Asset Specialist / Schneider Saddlery**

June 2016 - June 2021

Produced product and promo photography for e-commerce

Ensured brand consistency across visual content

Supported seasonal marketing campaigns