

# Heather Radi-Bermudez

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Twitter: <http://twitter.com/hrb2008>

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## **Education**

Masters of Science, Global Strategic Communications, Florida International University, 2012

Bachelors of Science, Communications (Public Relations)/Marketing Minor, Florida International University, 2006

## **Academic Experience**

2017-current Instructor, School of Communication + Journalism, Florida International University

- Courses taught at undergraduate and graduate level: Integrated Communications Campaigns, Writing for Public Relations, Principles of Public Relations, Mass Communication Professional Project, Advanced Communication for Business
- Faculty co-lead for BOLD Agency, FIU's student-run strategic communications agency

2014-2017 Adjunct Faculty, School of Communication + Journalism, Florida International University

- Courses taught at undergraduate and graduate level: Integrated Communications Campaigns, Writing for Public Relations, Principles of Public Relations, Mass Communication Professional Projects, Advanced Communication for Business

## **Professional Experience**

**Associate Director, SOBEWFF®/Chaplin School of Hospitality & Tourism Management Miami, FL 2013-2017**

Manage marketing for Food Network & Cooking Channel South Beach Wine & Food Festival under the FIU-Chaplin School of Hospitality and Tourism Management. Responsibilities include marketing, media and branding across traditional and new media platforms including SEO, web content management and analysis. Use analytics to drive content production and to identify content priorities, define metrics and analyze behaviors. Additional responsibilities:

- Develop first Festival mobile app from strategy and conception phase to implementation
- Direct planning and implementation of all messaging, collateral and relationships of media sponsors and partners

**Acting Marketing Director, Florida International University Miami, FL 2009-2013**

Direct and manage communications department for School of Journalism and Mass Communication's Office to design, develop and implement dynamic strategies and campaigns central to the school and university brand. Execute communication (marketing, pr, advertising, e-marketing) and development (donor relations) objectives respective to the school through traditional and social media vehicles.

Additional responsibilities:

- Manage social media presence across multiple platforms; employ analytics tools to measure and increase campaign objectives
- Manage complete process of communication programming including publication of various publications across multiple platforms
- Direct planning and implementation of all messaging, including speeches and presentations for dean and senior leadership
- Manage website redesign, message strategy and content creation and updates
- Worked directly with chair of international studies to promote and expand all education abroad programs, including the promotion and branding of school's self-supporting programs
- Strategy, design, editing, tactical implementation and measurement of all internal and external communications and campaigns

**Partner/Consultant, HRB Communications, Inc. Miami, FL 2007-2012**

Boutique public relations and marketing consultancy servicing four accounts across healthcare, turnaround management, law firms, travel and consumer products industries.

- Account oversight including strategy direction for fully integrated marketing and media relations campaigns
- Managed clients' social marketing including Facebook, Twitter, LinkedIn and niche blogs
- Development and execution of tactical plans for increasing clients' product and corporate brand awareness
- Garnered media coverage across regional, national and international print, web, radio and TV outlets through in-person interviews, phone pitching, press tours

***AmeriCorps Service Member, Women in Distress of Broward County, Inc. 2007-2008***

AmeriCorps service assignment grant-funded by National & Community Service agency and AmeriCorps – working directly with social change non-profit in community outreach and media relations.

- Created stigma reduction marketing campaigns for domestic violence participants and general public
- Directed PSA/press conferences with Broward and Miami-Dade County media and law enforcement agencies
- Targeted relationship building and networking with area corporations, stakeholders, media in an effort to increase awareness of domestic violence and the role of agency within South Florida community

***Account Manager, The Pen Group Coral Gables, FL 2006-2007***

Served as liaison between agency and client's internal marketing departments for boutique technology public relations firm which retained \$70,000+/year accounts in B2B business, consumer electronics and travel industries

- Increased client's media coverage by 50%
- Composed corporate news releases and developed monthly media outreach reports
- Generated press releases and fact sheets/storyboards for new products entering market
- Conducted media/product publicity tours securing in-person media interviews in Miami, Atlanta and NYC

**Professional and Community Service**

*Chair, Ethics Committee, PRSA Miami, 2018-2019*

*Board Secretary, Public Relations Society of America (PRSA) Miami chapter, 2012-2013*

*Past Chair, Public Service Committee, PRSA Miami*

*Member, College Relations Committee, PRSA Miami*

*Judge, Silver Anvil Awards, Public Relations Society of America, 2018-2019*

*Judge, Bronze Anvil Awards, Public Relations Society of America, 2018-2019*

*Judge, Bateman Competition, Public Relations Student Society of America, 2018-2019*

*Distinguished Judge, School of Communication, University of Miami, 2013*

**Speaking Engagements**

*Distinguished Judge, School of Communication, University of Miami, 2013*

*Invited guest speaker and panel moderator for Public Relations Society of America, American Advertising Federation and Chaplin School of Hospitality and Tourism Management, Florida International University*

**Awards and Recognitions**

*Mayoral Proclamation by Mayor Carlos Gimenez for REAL Teen Dating Violence Awareness Week, 2013*

*General Motors' "Preferred Partner of the Year" Award, 2010-2011*

*Award of Excellence for Exceptional Service, Florida International University, 2010*

*Outstanding Community Support for Special Projects, Women in Distress of Broward County, 2010*

*Miami Herald Silver Knight nominee, 1999*