HEIDI SCHLENKER

Marketing Director | Demand Generation, Brand Strategy & Capital-Efficient Growth | MBA

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EXECUTIVE SUMMARY

Strategic marketing executive with 13+ years building brands and revenue across agency and in-house roles. Known for capital-efficient growth: $600K in new revenue in one quarter while spending under half the allocated budget, 17x organic audience growth with no paid media, and sold-out annual capacity for multimillion-dollar brands. Sets strategy, leads cross-functional teams of up to 15, and executes any channel when needed, from brand and demand generation to e-commerce and software engineered with AI. MBA in Marketing.

CORE SKILLS

Strategy & Growth: Marketing Strategy & Planning · Go-to-Market · Demand Generation · Market Research & Competitive Analysis · Analytics, KPIs & ROI

Brand & Product: Brand Strategy & Management · Brand Identity & Messaging · Product Marketing & Launches · Creative Direction · Integrated Campaigns · Event & Trade Show Marketing

Digital & Commerce: E-commerce & Direct-to-Consumer · Social Media Marketing · Digital & Print Advertising · SEO, AEO & Conversion Optimization · Email, CRM & Marketing Automation

Communications & Content: Public Relations · Content, Copywriting & Ghostwriting · Newsletters & Publications · Photography & Video Production

Leadership & Technology: Team Leadership · Cross-Functional & Executive Partnership · Project & Budget Management · Sales & Distributor Management · Product Strategy & UX/UI Design · AI-Assisted Development

PROFESSIONAL EXPERIENCE

Agency Director, Marketing & Brand Strategy | Horsepower Marketing

Remote | 2013 – Present

Full-service marketing agency serving 1,500+ client brands, including stallions, ranches, and equine businesses, from early-stage startups to multimillion-dollar enterprises, delivering strategy consulting, business and marketing plans, brand identity, creative, digital, social media, web, and marketing technology, from plug-and-play strategies owners execute to fully managed programs.

- **Founding brand identity and marketing strategy for Solo Select, now an enterprise with more than $100M in horse sales.** Consulted with the founder from launch, turning her vision into the logo used across the brand, producing all horse and business marketing, and advising on a company-owned auction platform, branded merchandise, and trade show presence, all now core parts of the business.
- **Sold-out annual capacity and 20% premium market-share growth for multimillion-dollar brands.** Advised owners on go-to-market strategy, segment-specific positioning, and national trade media timed to peak buying windows, including selling out a new product's entire first season.
- **$500K in sales from a single trade show cycle.** Paired pre-show promotion and sales-focused booth design with structured CRM and email follow-up.
- **Twice the qualified lead inquiries at twice the industry click-through rate.** Integrated demand-generation programs across digital advertising, email, landing pages, and events, built on audience targeting and A/B-tested creative.
- **17x organic audience growth, to 80,000 followers, with no paid media.** Organic strategy spanning content cadence, professional photography and video, platform-specific storytelling, and community engagement.
- **International market entry and 3 to 5x product visibility.** SEO-optimized storefronts and conversion funnels, plus software I designed (UX/UI) and engineered with AI, including Quarternicks, a pedigree analytics platform built on nearly 200,000 pedigrees, a supervisor scorecard in use at a manufacturing plant, and KPI and ROI dashboards that automate client sales pipelines, contracts, and performance reporting.
- **Cross-functional teams of up to 15 and budgets of $25K to $300K led, with 10+ year retention for most clients across a 1,500-brand portfolio.** Developed client strategies and led writers, designers, and video producers.
- **28% advertising revenue growth and 15,000+ readers for a 174-page national breed registry magazine led end to end.** As contract Editor-in-Chief for the Gypsy Vanner Horse Society, designed every page, wrote the majority of its articles, and

published the magazine, owning advertising sales and print production, building an online ad store and member submission funnel, and recruiting 70+ advertisers across 26 states and countries for $29.8K in revenue.

- **80% email list growth in six weeks for a national organization with a 21,000+ audience.** As contract Publications Coordinator for the Gypsy Vanner Horse Society, led a team of 5, owned press releases, newsletters, social media, the website, and event and member communications for the general membership, and advised the board of directors on marketing strategy, vendor negotiations, and revenue.

Marketing Manager | **Botupharma USA, Inc.** Remote | 2024 – 2025

Marketing Manager for the US subsidiary of a Brazilian veterinary biotech company, owning marketing strategy and execution across equine, cattle, and canine product lines in vendor and direct-to-consumer channels.

- **$600K in new Q4 2024 revenue and a $1.8M annual target met through a direct-to-consumer model conceived and launched from scratch.** Transformed the company from vendor-only to combined vendor and direct-to-consumer sales, building a 1,895-contact breeder database into the Nutshell CRM, mailing a 32-page product guide produced end to end, cold calling leads, launching a 95-product Amazon store in under two months, and launching the online store with all copy, purchase funnel, promotions, and bundles; the online store nearly tripled monthly revenue in its first three months, from $6.8K to $20.1K.
- **$200K+ in personal direct-to-consumer sales as top producer while leading the sales function alongside marketing.** Co-led the hiring of the sales manager, then trained, coached, and oversaw him, while running the Nutshell CRM pipeline and owning all distributor relationships, from monthly inventory and reorder reviews to sales team training for seven partners, including AmerisourceBergen (MWI), and the onboarding of Midwest Veterinary Supply.
- **Ten-year, all-channel marketing plan, with its first phase delivered within nine months.** Built on competitive and SWOT analysis of 151 products from 72 manufacturers and aligned with the Brazilian parent company on new-product go-to-market and inbound supply; executed the direct-to-consumer launch, e-commerce channels, and Canadian expansion.
- **20% higher conversion rates through KPI and ROI dashboards.** Implemented dashboards tracking ROI and funnel performance across channels.
- **$75K in new vendor contracts from the AAEP Convention at 31% below its traditional cost.** Designed the product display, educated veterinarians and practice managers with product samples, and followed up on every lead, cutting exhibit cost from $90K to $62K.
- **A new Canadian market with five vendor accounts and $75K+ in sales.** Drove regulatory compliance through French translation of all product labels and product information while building an interim vendor network of Canadian veterinarians.
- **72% increase in adoption among veterinary clinics and stallion stations.** Translated peer-reviewed research by the company's published veterinarians into white papers, articles, videos, and conference presentations, curated in a digital library.
- **Every new channel launched on under $45K of a $100K budget, under a cost-containment mandate.** Designed all creative and ran all social media, including Spanish-language materials, selected trade shows, and favored organic growth and selective placements in equine publications, breeder platforms, and Amazon.
- **A misbranded supplement repositioned and relaunched as AminoEdge, now on the market.** Rebuilt "Speed" with a new name, positioning, label design, product copy, and guaranteed analysis for the U.S. market.

EDUCATION

MBA, Marketing | Northcentral University (ACBSP Accredited) | 3.97 GPA | Delta Mu Delta Honor Society
BASc, Psychology | University of Phoenix

TOOLS & TECHNOLOGIES

Creative: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects) · Canva

AI & Development: Claude · Claude Code · AI-assisted software development

Marketing & CRM: Nutshell · Zoho CRM · Mailchimp · MailerLite · Constant Contact · Meta Ads Manager · Google Ads · Amazon Advertising · Google Analytics (GA4) · Search Console

Social, Web & Commerce: Facebook · Instagram · TikTok · YouTube · LinkedIn · X · WordPress · Wix · Amazon Seller Central

Productivity & Languages: Microsoft Office · Google Workspace · French (intermediate)