

Contact

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Address

Scottsdale, AZ

Education

MBA

University of Phoenix

Ground Campus, Phoenix

BA, Communications

University of Wisconsin-
Green Bay

Activities & Awards

- Phoenix Business Journal
Forty Under 40
- Valley Leadership, Class 27
- Certified Association
Executive
- Accredited Business
Communicator
- American Marketing
Association, Member
- New Pathways for Youth,
Mentor
- Advanced Toastmaster
Credential

Heidi Frei, CAE

Strategist, Creator & Leader

With a rare mix of creative and analytical skills, I bring new ideas and approaches to challenges and use data to track results and make adjustments to meet and exceed goals. I understand complex business terminology and build relationships. I am an inclusive leader, life-long learner and mentor.

Work Samples & Portfolio: www.heidifrei.com

Key Achievements

Successful revenue generation during challenging times. I increased advertising/sponsorship revenue and created new offerings for sponsors to reach their audience when events were fully remote during the pandemic. We retained 91% of members during a period of high retirement for CPAs and low enrollment in accounting programs.

Led a successful rebrand project for the Arizona Society of CPAs. This project included market research, consensus building, vendor management, budgeting, creating brand messaging and a rollout program, which included Swag Squad visits to member organizations. It was delivered on time and on budget.

Developed a brand champion program and trained volunteers to share their CPA stories. ASCPA Champions recruit new members to the organization and speak with students to encourage them to pursue the CPA designation.

Launched a successful online community for the Arizona Society of CPAs. Members collaborate and get advice from other CPAs about client issues and assistance in interpreting tax and accounting laws. It is ranked as a top member benefit, with 22% of members participating in the community.

Led a high-performing team. Our member service, marketing and communications teams exceeded strategic and personal goals, developed effective communications and delivered top-notch member service.

Work History

- **Senior Director of Marketing & Membership**
2019 - Present
Arizona Society of CPAs | Phoenix, AZ
- **Director of Marketing**
2007 - 2019
Arizona Society of CPAs | Phoenix, AZ
- **Faculty (Part-Time Contract) - Business Communications**
2010 - 2017
University of Phoenix | Phoenix, AZ
- **Communications Manager**
1999 - 2007
Arizona Society of CPAs | Phoenix, AZ
- **Marketing Assistant**
1998 - 1999
Arthur Andersen | Phoenix, AZ

Skills & Experience

Marketing & Branding

- Develop brand, market research, brand messaging and content marketing
- Conduct integrated marketing campaigns to target stakeholders using various tools including: social media, email marketing, publications, podcasts, blogs, videos, display ads, digital ads, media relations and websites
- Train and manage brand champions to grow membership and event revenue
- Write for professional services and edit content with high proficiency in AP Style
- Set member services and customer engagement strategies for sales growth

Leadership & Board Governance

- Lead and develop a high-performing team of four and various volunteer groups
- Develop and facilitate Leadership Day activities for board of directors and key volunteers, as well as deliver reports and facilitate topics at board meetings
- Participate in external programs including Valley Leadership and serving as president of local professional association for communicators
- Oversee the association's Foundation for education and lead their activities, including fundraising and scholarship programs to assist accounting students
- Develop programs to build a strong internal and external culture

Business Development

- Identify business partners, build relationships and close sales with external clients for sponsorship and advertising programs
- Identify new offerings to increase non-dues revenue and a larger client base
- Strategize with clients on content marketing opportunities

Strategic Planning

- Set strategies for communication, membership growth and non-dues revenue programs for the organization and re-assess to make adjustments as the market changes
- Develop new student outreach program to encourage students to join the association and become CPAs through partnerships with universities and accounting firms

Executive Communication

- Develop presentations, talking points and written messages for the President & CEO to deliver to members and key stakeholders
- Introduce new President & CEO to key stakeholders and identify opportunities for him to connect with members and firms for a successful transition of leadership

Project Management

- Manage budgets, vendors, timelines, technology and deliverables
- Develop processes and procedures and motivate employees and volunteers
- Manage website builds, data analytics program, online community, rebrand, email communication systems, and diversity, equity and inclusion audit