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## Top Skills

Production Management  
Live Events  
Comedy

## Honors-Awards

Strategist on team named to the  
"Top 100 Global Agencies that  
Know Social Media & Google" by  
Forbes.com

## Publications

[VIDEO]: A Behind-the-scenes  
Glimpse of How We "Get On" With It

Vensure Supports Bike MS

Can "Six Degrees of Kevin Bacon"  
Change Search?

My Favorite Social Network:  
Pinterest

A Take on Facebook's New Ad-  
targeting Tool

# Heather Huston

Producer / Project Manager  
Nashville, Tennessee, United States

## Summary

I am a content creator with a background in marketing, digital, film/TV production, and social strategy. As a lifelong learner with a passion for business and branding, I'm always on the hunt for a good story. With more than sixteen years of experience in marketing, communications, production, and programming, I work with creatives to help tell stories. In addition, I have worked in broadcast and entertainment spheres for major cable networks, production companies, TV & Radio news stations, and independent production companies. During my career, it has been a privilege to work with brands and talent such as country artist, Rory Feek, HarperCollins, CNN, the National Geographic Channel, RFD-TV, The Professional Bull Riders, and the Washington Design Center, among others.

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## Experience

### The Homestead at Hardison Mill

4 years 6 months

Producer / Project Manager / Content Creator / Programming Manager  
October 2019 - Present (4 years 6 months)

United States

Since October of 2019, I have worked as a producer with Grammy award winner and NY Times bestselling author Rory Feek on a variety of projects for his production company, Red King Productions, Homestead Productions, The Homestead Channel (OTT Platform), The Homestead Festival, and other projects. Highlights Include:

#### Series Producer - Muletown in the Round:

For this series, I worked closely with EP, line producer, DP, editor, and crew to produce season 2 of the songwriter series, Muletown in the Round for RFD-TV and brand YouTube channels. Responsible for location prep, crew staffing, songwriter interviews, marketing, call sheets, field notes, cast and crew communication, craft services, and day-to-day coordination. In addition,

I shot BTS footage and content for show promotion as well as produced an interview series with participating songwriters (Wynn Varble, Paul Overstreet, Chris Wallin, Brandon Denney, Leslie Satcher, Don Sampson, Jim "Moose" Brown, Ronnie Bowman, Mo Pitney, Mark Nesler, Lee Thomas Miller, Wendell Mobley, and Jim Collins to name a few).

#### Project Producer - THE HOMESTEAD CHANNEL:

For this project, I worked as the lead project manager to launch The Homestead Channel, an OTT streaming platform. I was responsible for implementing developer accounts, ingesting all programming, content layout and functionality, as well as the look and feel for all brand content (thumbnails, metadata, developer profiles, and pricing). In addition, I was responsible for the programming and schedule flow of the live programming feed for the app. The Homestead Channel platform included all content from Rory Feek and the film team at The Homestead with series like "The Joey+Rory Show," "Muletown in the Round." LIVE concerts from Homestead Hall, educational stories from The One-Room Schoolhouse, ongoing series such as "This Life I Live," and others.

#### Producer

October 2019 - Present (4 years 6 months)

Columbia, Tennessee, United States

#### Series Producer – THE ONE ROOM CLASSROOM LIVE:

The One Room Schoolhouse LIVE was a series produced by Red King Productions at Hardison Mill Homestead School and aired on RFD-TV and Facebook as a live educational show. Project Duties: On this project, I managed the production shoots and schedules, coordinated crew, worked as the network liaison for live broadcasting, helped book educators, oversaw equipment and budgets, shot BTS stills and video, and assisted with creative content. Project Overview: This live educational program aired daily on RFD-TV and YouTube in the fall of 2020 and was designed to bring lessons out of the classroom and into people's homes around the world. It ran daily for one hour (9 am CT / 10 am ET) and featured a variety of guest teachers and lesson topics focused on outdoor learning and how education can be different. This program was made possible thanks to the generous support of the Dottie Frist Foundation, the Happy Davis Foundation, Heart Utilities, and viewers like you.

#### Music Video Content Producer: RORY FEEK

I produced a series of music videos for the launch of Grammy award-winning artist, Rory Feek's first solo album titled, "Gentle Man" and Gaither TV Special which aired on RFD-TV and affiliate stations around the country). In addition, I

worked on the release of his single, "Papa What If" with his daughter, Indiana Feek. Project Duties: I managed the production shoots and schedules, coordinated crew, managed prop and set design, booked extra talent as needed, oversaw equipment, shot BTS stills and video, and assisted with creative content.

Series Producer: THIS LIFE I LIVE

Project Duties: On this project, I managed the production shoots and schedules, coordinated crew, worked as the network liaison for live broadcasting, helped book educators, oversaw equipment and budgets, shot BTS stills and video, and assisted with creative content.

## HarperCollins Publishers

Senior Marketing Director

May 2018 - October 2019 (1 year 6 months)

Nashville, TN

I worked as the Senior Marketing Director creating strategies for beautiful, highly-designed, inspirational products, as well as children's products for the Specialty division of HarperCollins Christian Publishing. I developed and managed marketing strategies for three different imprints, which included the Thomas Nelson Gift, Zondervan Gift, and Tommy Nelson brands with authors such as Kathie Lee Gifford, Charlie Daniels, Rory Feek, Conor Grennan, and Sarah Young, among others. I also worked with other book brands such as Precious Moments and Jesus Calling. Outside of book marketing, I was also responsible for the relaunch and strategy for a new media and blog platform, RootedFamily.com and collaborated with our events team during CMA Fest, the National Finals Rodeo, and MOMcon, among others.

### Key Responsibilities:

- Implemented divisional marketing objectives, programs, and strategies, alongside editors, authors, agents, and the internal and external marketing and publicity teams.
- Developed effective messaging, branding, and marketing plans for gift and children's books.
- Implemented a strong understanding of business, ROI, sales drivers to create effective marketing campaigns and long-term book sales.
- Pursued strategic partnerships with companies, retailers, and influencers.
- Worked with external retailers and internal teams to share key initiatives, financials, or marketing updates at various internal meetings (sales conference, retail meetings, etc.)

- Helped ensure revenue goals and budgets were on target.

## RFD-TV

### VP of Marketing

April 2015 - April 2018 (3 years 1 month)

Nashville, TN

Reaching more than 100 million U.S. households via television, radio, and online, I oversaw marketing strategies focused on ratings, audience growth, brand awareness, and sales opportunities for RFD-TV, The Cowboy Channel, and RFD-TV's The American rodeo.

- Developed and implemented strategic marketing plans across multiple disciplines, including digital marketing, affiliate and programmer marketing, social-media, programmer and show promotion, PR, and events.
- Oversaw the social media content and strategy team for all brand platforms.
- Designed editorial content strategy; curated editorial content to increase engagement and channel growth; collaborated across teams to identify content; monitoring and reporting for senior management.
- Developed and executed social media, editorial calendar, SEO and paid search strategy. Created pricing models for social and digital platforms.
- Created Facebook Ad campaigns focused on driving growth and ticket sales for The American rodeo.
- Worked closely with the VP of Digital to refine platforms, integrate new strategies, and launch OTT channels.
- Collaborated with the sales team to develop and implement digital opportunities for sponsors.
- Established a programmer marketing program (a key source of content and revenue for the network) to strengthen the relationship with individual programmers and reduce attrition.
- Developed media buys, advertising, and promotional activities including print, online, electronic media, and direct mail.
- Managed the awards submission process, securing three Cablefax awards and two Cynopsis TV awards.
- Oversaw marketing content staff and interns.
- Highlights: Organically built the social audience for all brand properties during the past three years (from 250+K to 661+K). Created a brand ambassador team to propel audience reach for The American rodeo (4 million impressions in 2016, 12 million in 2017, and 14 million in 2018).

## Bat Bridge Entertainment

Development Producer | Production Manager

September 2013 - February 2015 (1 year 6 months)

Austin, Texas

Bat Bridge Entertainment is a media company comprised of producers, filmmakers, and editors that create premium television and films for cable networks and entertainment platforms.

- Researched and developed engaging, smart, and interesting TV programs for network pitches and production. Duties include in-depth story and talent research, story development, site visits/interviews for potential story development, and video shooting/editing.
- Managed production shoots and schedules including, hiring staff, coordinating travel, overseeing talent, booking production equipment, managing assigned budgets, assisting with creative content, and reviewing final edits.
- Highlights: Developed a factual series for the 2015 premiere of CNN's "High Profits" and the unsold docuseries "HillKillers" for the Discovery Channel.

### AREA203 Digital

Strategist, Social Media and PR

April 2012 - August 2013 (1 year 5 months)

Chattanooga, Tennessee Area

AREA203 Digital was a digital advertising agency that offered a comprehensive range of digital marketing services, including strategic services, performance optimization, design, analytics, social media, and emerging platform integration (closed in 2013).

- Developed strategic social campaigns, brand messaging, and digital content for the agency and clients.
- Created strategic client campaigns involving brand audits, competitive analysis, and extensive research, to identify KPI's, key influencers, keywords, and opportunities to reach client goals.
- Produced, wrote, and edited video content for agency clients.

### Vensure Employer Services

Communications Specialist

December 2009 - April 2012 (2 years 5 months)

Phoenix, Arizona Area

Vensure is a Professional Employer Organization (PEO) that helps small businesses with a host of administrative duties to reduce Workers' Compensation costs, insurance, safety, and loss control.

- Responsible for the company communications strategy (internally and externally).

- Developed marketing plans, electronic communications (blog / newsletters / social), branding strategies, marketing collateral, press releases, and web content.

## Mortified

Producer - D.C. Chapter

May 2009 - August 2011 (2 years 4 months)

Washington, D.C.

Produced the DC Chapter of Mortified, a live show where everyday adults sharing their most embarrassingly real teenage diary entries in front of a live audience. Worked to cast talent and collect story submissions, booked event venues, handled ticket sales, marketing, and promotion. Hailed a "cultural phenomenon" by Newsweek, Mortified is a nationally based art project.

- Served as project producer for the D.C. Chapter.
- Recruited participants and developed content pieces for onstage performances.
- Responsible for all aspects of event management, including site selection, contract negotiation, event materials, media outreach, promotion, and ticket sales.
- Highlights: Secured writer, Sarah Wildman, who created a performance piece and wrote about it in the Washington Post (see media link attached).

## National Geographic

Communications Supervisor | Programming Manager | Production Coordinator

December 2005 - December 2009 (4 years 1 month)

Washington D.C. Metro Area

National Geographic Channel is cable network originally founded by the National Geographic Society and 21st Century Fox.

- Produced screening events, press releases, promotional collateral, and pitch materials for 300 + premieres yearly, national press tours, and network PR pitch campaigns.
- Festival Committee Member for the "Preserve Our Planet College Film & PSA Contest."
- Managed online pressroom: Project managed site redesign. Responsible for online content, maintained site flow, and conducted quality control to ensure accuracy.
- Produced video materials for digital and broadcast press priorities, as well as events. Facilitated more than 70 + scheduled press mailings annually. Served as primary liaison for external vendors and production partners.

- Highlights: Acquired TV premiere for the Emmy® nominated and Sundance documentary “The Devil Came on Horseback,” which garnered a .40 premiere rating, more than 2.5 million viewers, and a Television Emmy. Co-Produced three successful PR tours at the bi-annual Television Critics Association (TCA) conference. Managed sold out screening events for the top rated specials “Human Footprint,” “Explorer: Gorilla Murders,” “Inside Vietnam,” “ Explorer: Inside Guantanamo,” and “On Board Air Force One.”

## Washington Design Center LLC

### Marketing Director

March 2005 - December 2005 (10 months)

Washington D.C. Metro Area

The mid-Atlantic’s one-stop shopping resource for the finest in home furnishings, decor, and building products catered to interior designers, architects, and planners.

- Responsible for all marketing and PR efforts, including the Design House project, seasonal trade lectures, bi-annual sample sales, and other trade events.
- Managed the bi-annual Design House project: Secured partner magazine sponsorship, selected participating designers, managed the design-build, implemented marketing and press campaigns, and launched the opening night premiere event.
- Produced the monthly newsletter, event brochures, marketing collateral, and mailing materials.
- Highlights: Launched the spring 2005 Design House project, in partnership with “Home & Design” magazine, and headlined by award-winning designer Barry Dixon. Curated design lectures which featured top industry professionals, including designers Thomas Pheasant, Alexandra Hicks, Celerie Dixon, and a featured lecture on color trends from Pantone®.

## Barbara Hawthorn Interiors, Ltd

### Freelance Marketing and Event Planner

July 2004 - April 2005 (10 months)

Washington, D.C.

Barbara Hawthorn Interiors, Ltd. is an award-winning residential and commercial designer, named one of the D.C. area’s best and featured on Home & Garden Television (HGTV), in national and regional newspapers, magazines, and designer show houses.

- Consultant for top ranked, mid-Atlantic interior designer showcased in the National Symphony Orchestra Show House (2004). Managed press tour and

put together fundraiser fashion show event in partnership with the Susan B. Komen Foundation to launch Show House opening.

- Managed launch of company website, drafted site content and organized portfolio materials.

## Visions, LLC

### Marketing and Events Manager

September 2002 - July 2004 (1 year 11 months)

Washington D.C. Metro Area

Closed in September of 2004, Visions was an art house theatre and events space that showcased foreign and independent films, film festivals, and events.

- Served as primary administrator and executor for a D.C. independent arts theatre, Visions Cinema, Bistro, Lounge.
- Managed 40 + film premieres and more than 100 special events per year — ranging from film festivals and embassy events — to private screenings and client rentals.
- Concepted and generated promotional campaigns for all film premieres and special programming, including PR campaigns, community partnerships, grassroots, viral marketing and talent appearances. Managed the company website, created all marketing and festival collateral and wrote a weekly e-newsletter.
- Highlights include: Launched first annual New African Film Festival in D.C., in partnership with the TransAfrica Forum and hosted by Danny Glover. Event garnered record attendance included sold out opening and closing events. Managed the D.C. premiere for Sony's Fog of War featuring V.I.P. guests, former secretary of state Robert McNamara and director Errol Morris. Directed the ongoing Local Film Night weekly, which garnered top box office and retail/ bar sales.

## American Immigration Lawyers Association

### Marketing Assistant

February 2001 - September 2002 (1 year 8 months)

AILA is a national association of attorneys who practice and teach immigration law.

- Assisted with department marketing, advertising and promotional campaigns; developed direct mail lists; maintained association's online bookstore. Worked with marketing manager to exhibit and sell association legal materials, legal manuals and software at legal association's eight to ten conferences per year.

WCMH-TV, NBC4, nbc4i.com

Television Photojournalist, Videographer, Editor

November 1999 - March 2000 (5 months)

Columbus, OH

WCMH-TV, channel 4, is the NBC affiliate television station for the Columbus, Ohio area and owned by Media General.

- Worked with a reporter daily to shoot and edit stories per news director and assignment desk. Created news packages as part of a reporter/photographer team. Also, created natural sound news packages independently as assigned. DVC-Pro format. WORK EXAMPLES: <http://vimeo.com/17148805>.

WTVC-TV NewsChannel9

Television Photojournalist, Videographer, Editor

April 1998 - November 1999 (1 year 8 months)

Chattanooga, TN

WTVC News Channel 9, is the ABC affiliate television station for the Chattanooga, TN area and owned by Sinclair Broadcast Group.

- Worked on nightly newscasts as studio camera operator, audio operator and master control.
- Took the initiative to train during off hours with staff photographers to learn videography and news editing, eventually securing a full-time position as newsroom photojournalist. Worked with a reporter daily to shoot and edit stories per news director and assignment desk. Worked independently on natural sound packages as assigned. Beta SP format. WORK EXAMPLES: <http://vimeo.com/17148805>.

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## Education

Ohio University

Continuing Education, School of Film · (2000 - 2001)

Covenant College

Bachelors degree, English Literature · (1994 - 1998)