

Heather Cyrus

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EDUCATION

University of Oregon (UO) Eugene, Oregon 2008-2011

- Bachelor of Science Degree – Journalism & Communications (public relations)
- Bachelor of Science Degree – Environmental Studies

Ford Family Foundation scholarship recipient 2008-2011

EVENTS / COMMUNICATION EXPERIENCE

Events & Program Manager Portland, OR Sept. 2023-Present

Social Enterprises Event Company ([SE](#))

Support and coordinate high-level event deliverables for clients such as:

- Speaker Management and deliverables (2024: 725+ speakers / 10 events)
- Coordinate all speaker logistics: RSVPs, bios, photos, abstracts, travel arrangements, payment, AV needs, presentations, speaker agreements, and speaker prep calls
- Third-party vendor management (catering, photography, florals, app, hotel, bus transportation, tour companies, hotel etc.)
- Ensure event branding
- Manage timelines in Basecamp (milestones and deliverable due dates)
- Manage client relationships
- Lead meetings, take notes and assign action items
- Co-manage client budgets and tracking
- Work closely with cross-functional teams on all deliverables such as sponsorship
- Copy Edit and ensure event branding is accurate: email marketing campaigns, signage, event websites, marketing materials, registration sites, event app, event surveys
- Post-Event Recap Reporting: data, survey feedback, suggestions for the next year
- **TRAVEL:** Onsite Program & Event Management

Marketing Manager (Part-time) Sept. 2021-Present

Clackamas Community College - Environmental Learning Center ([ELC](#))

- Marketing and communications of all programming including; K-8 field trips, school camps, professional development education, fundraising and seasonal events
- Email marketing for multiple campaigns a year in Mailchimp including newsletters
- Eventbrite: create events/edit/monitor/run reports

- Manage Social Media accounts (Facebook/Instagram)
- Collaborate with College Creative Services (social media graphics, marketing, pamphlets/flyers & website design/updates)
- Oversee all content creation and create marketing calendars

Events & Education Manager Wilsonville, OR Dec. 2021-May 2023
Oregon Association of Nurseries (OAN)

A non-profit trade association that represents more than 600 individual nursery stock producers, retailers, and landscapers.

This role helps manage the annual Farwest Trade Show & Conference with 400+exhibitors, 50 hours of education, and 4,000+ attendees held at the Oregon Convention Center

- Responsible for all educational components:
 - Researching subject material, and securing seminar speakers and Keynote
 - Coordinate all speaker logistics: bios, photos, abstracts, travel arrangements, payment, audio/visual needs, registration, presentations, speaker agreements, etc.
- Work with 7 accrediting organizations for continuing education credits
- Plan, organize, and execute two all-day bus tours of local nurseries/garden centers
- Report weekly updates: Registration, Hotel pick-up, Seminar agenda
- Work closely with Convention Center Staff, Travel Portland, Travel Oregon
- Assist with all marketing and communications (Including Copy Editing)
- Manage onsite temp staff and train volunteers
- Create and analyze post-show surveys - evaluating all show components
- Manage and report budgets for speakers, travel, hotels, and tours

Community Marketing Manager (Events) Portland, OR Sept. 2013-June 2020
SecureWorld Expo (SWE) - Hosting **17 cybersecurity conferences** across North America
 Communications and marketing management for all conferences:

- Oversee and create all email marketing - **100,000+ contacts 625+ emails sent annually**
- Identify target audiences to develop appropriate messaging for each
- Annual and semi-annual marketing calendars created (timelines provided to team)
- Daily website content updates (HubSpot, Drupal, and WordPress)
- Write and copy edit: blog posts for website (news/feature stories), the weekly newsletter, website copy, brochures, display copy
- Assist and execute exhibitor deliverables (signage, messaging, sponsorships)
- Use Google & Website Analytics to report project metrics to the team, measure engagement, track success, summarize key findings and analyze trends
- Implement post-conference surveys for feedback to ensure continual improvement
- Manage Third-Party Vendors (web, mail house, app company) - manage deliverables
- Responsible for all internal communications, and liaison for many stakeholders

- Maintain association and vendor relationships to ensure repeat sponsorships
- Part of the **diversity inclusion team** - working to bring more people of color and women to our conferences as attendees, speakers, and advisory board members

Marketing Coordinator: MKG Financial Group Portland, OR June 2013-Dec. 2014

- Marketing: email, social media, blog posts, print ads, and direct mail
 - Social Media strategy plan created (Twitter, LinkedIn, Facebook, YouTube)
 - Editing: Blog posts & Quarterly Market Commentaries (22-page newsletters for clients)
- Translated complex financial topics into accessible narratives

NONPROFIT – VOLUNTEER EXPERIENCE

Certified Master Recycler (Metro) Portland, OR Oct. 2013-Present

- City of Portland, Bureau of Planning and Sustainability (Class of 54)

Sunnyside Environmental (K-8) - Board of Directors Oregon May 2024-Present

Recycling Advocates - Board of Directors Oregon May 2015-Oct. 2016

- Co-Secretary - wrote minutes and agendas
- Social media, tabling, event planning

SOLVE – Communications Committee Member Oregon June 2013-June 2016

- Wrote news articles for distribution to Oregon newspapers
- Volunteer at annual events and assist with website & social media design and execution

Lettuce Grow Garden Foundation (Now Growing Gardens) Oregon 2013

Using the experience of growing food in correctional facilities to cultivate healthy, equitable communities while lowering recidivism rates

- Copy editing, social media, website content, community outreach & event planning

K-8 Village School (Charter School) Eugene/Portland 2008-2013

- Board Member (4 years) and Parent Council Chair (1 year)
- Coordinated and executed several all-school / community events
- Organized Earth Day celebrations and service learning projects
- Point of contact for media
- Led Middle School Journalism Club

SKILLS / ASSETS

- Event Industry 14+ years
- Running Community 20+ years
- Trail Running Community 3 years
- Currently training for a 50-mile race (running Oct. 2025)
- Outside / adventure community - entire life!
- 15+ years updating/editing websites (Hubspot, Drupal, Squarespace, WordPress)
- Working remotely / hybrid for 8+ years
- Proficient in MS Office, Google Suite, Windows, BaseCamp, Swoogo, Harvest
- Email platform Efficiency: HubSpot, Constant Contact, Cooler Email, MailChimp
- Experience building and maintaining a conference app (Zerista and Guidebook)
- Experience hiring and coordinating volunteers and interns
- Successful working simultaneously on multiple events, projects and tasks - 12 years
- Social Media: Facebook, LinkedIn, Instagram
- WordPress – personal blog for 14+ years ([Environmental Communications](#))
- Events/Conference Business travel 10+ years