

REUEL HEYDEN

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SUMMARY

Strategic, revenue-driven marketing leader with 20+ years of experience scaling \$1B enterprises, launching seven-figure products, and building multimillion-dollar brand equity through high-impact strategy, programs, initiatives, and campaigns.

SKILLS

- **EXPERTISE:** Account-Based Marketing (ABM), Analytics/Data Mining, Ad metrics (CPC, CTR, ROAS), Artificial Intelligence & AI Agents, Brand Management, Budget Management, Business-to-Business (B2B), Business-to-Consumer (B2C), Content Creation, Content Management Systems (CMS), Corporate Communications, Customer Relationship Management (CRM), Digital Assets Management (DAM), eMarketing, Marketing Automation, Omnichannel Marketing, Online Reputation Management (ORM), Pay Per Click (PPC) & Display Advertising, Project Management, Public Relations (PR), Sales Enablement (Collateral), SaaS Martech, Search Engine Optimization (SEO/SEM/AIO), Social Media Management, Writing, Editing, Proofreading, Storytelling, UX/CX Design
- **MARKETING TECHNOLOGY:** Adobe Photoshop, Illustrator, InDesign, Premiere, Workfront, Canva, Figma, Craft, WordPress, Constant Contact, iContact, Mailchimp, Showpad, SharePoint, Shopify, Docebo, Google Analytics (GA4), Google Search Console, Google Ads, GotoWebinar, Adobe Experience Manager, HbubSpot, Salesforce, Marketing Cloud, Meta Business Suite, LinkedIn Business, Spotify & X Advertising, Microsoft Office, SE Ranking, Semrush, Yoast SEO, Asana, Monday, Basecamp, Slack, Wix, Hootsuite, Sprout Social, ChatGPT, Gemini, Perplexity, SAP Ariba

EXPERIENCE

US MARKETING OPERATIONS MANAGER CORNERSTONE BUILDING BRANDS

Jan 2026 - Current
CARY, NC

Directed all US marketing operations and commercial sales enablement for the residential and low-rise commercial exterior building products division, driving material growth in sales volume and units sold across 10 industry-leading brands, including Simonton, Ply Gem, Harvey, Cascade, EAS, and SoftLite. Led a high-performing department to optimize cross-functional collaboration, marketing technology, and vendor partners to establish sales, partner, and customer success.

- Led the evolution of MarketingWorks, the branded sales enablement e-commerce platform, optimizing commercial support, partner enablement, and resource accessibility for over 6,000 sales representatives, Premier Dealers, national accounts, distributors, contractors, and retail customers with over 10,000 sales resources.
- Guided the strategic content framework and brand positioning for Pro Academy, Cornerstone's Learning Management System (LMS), delivering comprehensive brand and technical product training across sales, wholesale, retail, national accounts, and contractor networks.
- Directed a portfolio of over 100 active cross-functional initiatives, programs, product launches, sunsets, and samples management across MarOps, channel, brand, and digital functions centralized with Asana project management.

US MARKETING COMMUNICATIONS MANAGER NUFARM AMERICAS

Feb 2022 - Jun 2025
MORRISVILLE, NC

Drove a \$1B North American business, leading marketing communications for the commercial demand of the golf turf, greenhouse, lawn care, and nursery segments of Nufarm, the ninth largest global crop protection company.

- Led the successful commercial demand creation for new products, optimizing a \$4M budget for digital advertising, account-based marketing (ABM), channel marketing, commercial partnerships, online education, events, and programs
- Created market awareness, demand creation, revenue, and brand loyalty with commercial campaigns engaging 80,000+ industry B2B companies and B2C customers through 400+ annual touchpoints using Salesforce Marketing Cloud, leading to enhanced customer retention and brand recognition

PUBLIC INFORMATION OFFICER TOWN OF MORRISVILLE

Mar 2020 - Jan 2022
MORRISVILLE, NC

Directed all communication of the town's initiatives, programs, departments, and services to over 30,000 town residents, visitors, and residents of nearby municipalities, including Cary and Durham.

- Led public information outreach for major (\$10M+) capital projects (downtown center, fire station, roadways), resulting in increased community awareness and support
- Managed the town's website with 1,000+ daily visitors and social media channels with 10,000+ followers, enhancing online engagement and information accessibility
- Directed an award-winning town image through branding, multimedia, videography, photography, and external partners
- Influenced 15,000+ residents by managing the town newsletter mailed quarterly, leading to improved community engagement and information dissemination

CORPORATE COMMUNICATIONS MANAGER

VERDESIAN LIFE SCIENCES

Nov 2016 - Jan 2020

CARY, NC

Responsible for capturing 20% market awareness by leading a complete rebrand and achieving 10% YoY market share growth of the nutrient management and nutritional portfolio by leveraging a \$6M budget for print and digital advertising, ad agencies, Salesforce Marketing Cloud CRM, industry collaborations, video production, and sales collateral.

- Generated \$2M+ in incremental first-year sales revenue, leading the 2019 Verdesian-Cytozyme strategic commercial partnership of Seed+ and Crop+ technologies
- Grew brand awareness, engagement, and market share in Latin and South America, Turkey, the UK, and the EU countries, leading global marketing communications sales support initiatives
- Led the creation of an eLearning management system (NUE University) to create brand loyalty by offering 50+ agronomic courses utilized by 1,700+ agricultural professionals requiring continuing education credit

COMMUNICATION AND DIGITAL MEDIA DIRECTOR

CARILLON ASSISTED LIVING

Apr 2016 - Oct 2016

CARY, NC

Led all communications, advertising, and digital media, driving new resident enrollment for one of the largest premium assisted living networks in North Carolina, with 21 facilities managed by 1,000 employees serving over 3,000 seniors.

COMMUNICATIONS AND MARKETING DIRECTOR

FASTMED URGENT CARE

Mar 2010 - Dec 2015

RALEIGH, NC

Grew a regional urgent care network with nine locations and \$1.9M in revenue to the second largest independent urgent care network in the US with over 100 locations grossing \$81.1M by leading effective digital and traditional marketing, advertising, corporate communications, public relations, community relations, grassroots, and guerilla marketing with a \$2M budget.

- Achieved 956% clinic growth through successful acquisitions, rebranding, and de novo opening strategy
- Directed all Marcom across Arizona, North Carolina, and Texas; a marketing department of nine regional marketing staff; a creative agency; a digital agency; and a public relations consultant

MARKETING DIRECTOR

ISHA HOMES & INVESTMENTS

Feb 2008 - Feb 2010

CARY, NC

Led the growth of a commercial, residential, and retail architecture, engineering, and construction (AEC) firm, overseeing branding, marketing, public relations, and business development for the company and its subsidiaries.

MARKETING ADMINISTRATOR

DMC NETWORK

Mar 2005 - Feb 2008

RALEIGH, NC

Administered association marketing, biannual association conferences, advertising and media buying, trade shows, direct-mail, digital marketing, social media, new membership applications and recruitment, public relations, media, and press releases for an international trade association for destination management companies.

CERTIFICATIONS

- **Email Marketing:** HubSpot
- **Inbound Digital Marketing:** HubSpot
- **Marketing Automation:** HubSpot
- **Social Media Marketing:** Hootsuite

AWARDS

- American Marketing Association Mentor of the Year - 2025
- Business Leader Magazine Movers & Shakers Award - 2011, 2012
- Town of Morrisville Exemplary Service Award - 2021

EDUCATION

Liberty University, Lynchburg, VA

Bachelor of Science, Communications, PR, Advertising

2000 - 2005

Lynchburg, VA

MEMBER | VOLUNTEER | SUPPORTER

American Marketing Association Triangle Chapter

2026 Mentor, 2024 Database Director, 2020 Social Media Director, 2019 Nonprofits Director, 2018 AMA Impact Director

American Heart Association *Member*

Duke Corporate Education (Duke CE) *Member*

Greater Raleigh Chamber *Member*

Food Bank of Central and Eastern North Carolina *Digital Ambassador*

AI Marketers Guild *Member*