

Heather Richard, MBA, CSPO

CRM Architect & Digital Strategist | Building Secure, Compliant Systems Across Marketing, Sales & Operations

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Strategy. Structure. Systems.
Momentum.

Secure | Connected | Data-Driven |
Operational Excellence

EXECUTIVE PROFILE

I help organizations design secure, scalable digital systems that protect trust, drive growth, and work in the real world across CRM, web infrastructure, data, marketing, and operations. My work sits in the messy middle - where disconnected websites, unclear customer journeys, scattered data, underused CRMs, compliance gaps, and manual workflows need to become one accountable system.

I bring a practical blend of CRM architecture, digital strategy, marketing operations, website optimization, analytics, compliance-aware workflow design, executive communication, and hands-on implementation. My leadership style is service-oriented and grounded: translate technical complexity into business clarity, build processes people can actually follow, and keep the work moving.

CORE CAPABILITIES

CRM, Revenue & Systems

- CRM architecture across HubSpot, Zoho, Salesforce, and noCRM
- Lifecycle stages, lead flow, automation, data models, reporting, and SOPs
- Marketing, sales, payments, and operations alignment

Marketing & Digital Presence

- Digital strategy, SEO/AEO/GEO, SEM, paid media, product marketing, and content systems
- Website infrastructure, UX, accessibility awareness, landing pages, and trust signals
- Campaign analytics, A/B testing, customer journeys, and conversion strategy

Compliance, Privacy & Trust

- Compliance-aware workflows with FERPA, HIPAA, ADA, CCPA/CPRA, GDPR, and TCPA in view
- Cybersecurity awareness, access control, form-abuse risk, consent, and data handling
- Secure-by-default platform thinking that reduces risk while supporting scale

Leadership, Operations & Creative

- Cross-functional leadership with executives, developers, success, sales, and operations
- Vendor management, e-commerce operations, process improvement, and project execution
- Brand messaging, UI/UX, design direction, Canva, Adobe Creative Suite, Figma, WordPress, and Shopify

SELECTED PROFESSIONAL EXPERIENCE

Launch IEC

Marketing Manager | CRM Architect | Digital Presence | Regulatory Expert

Full-time | Jul 2025 - Present

Strategic leader driving the intersection of marketing, revenue operations, and digital infrastructure across Launch and Prompt. Own end-to-end design of scalable growth systems supporting both B2B IEC community and B2C channels, aligning acquisition, conversion, onboarding, and client lifecycle management within a unified ecosystem.

- Lead enterprise CRM strategy across HubSpot, noCRM, and Zoho.
- Architect structured data models, lifecycle frameworks, automation, and reporting visibility.
- Oversee digital presence, user experience, landing environments, and client access systems.
- Serve as internal authority on compliance and data governance with FERPA, HIPAA, ADA, CCPA/CPRA, and GDPR in view.
- Translate executive strategy into workflows, SOPs, adoption plans, and sustainable process improvement.

Results Ranch

Digital Marketing Strategist | CRM Architect | Regulatory Compliance Officer

Freelance | Jan 2018 - Present | Hybrid

Provide strategy, CRM architecture, compliance-aware marketing operations, digital presence optimization, campaign development, analytics, and crisis-response support for organizations navigating growth, technology, risk, and customer-experience challenges.

- Developed go-to-market strategies and data-driven advertising campaigns, including a 75% increase in social media engagement and 15%-36% growth in Google Ads and LinkedIn campaign engagement.
- Designed and implemented HIPAA, GDPR, and TCPA-conscious policies and workflows to support ethical marketing and data security.
- Conducted A/B testing, demographic and geolocation analysis, website usability reviews, security awareness assessments, and lead-capture optimization.
- Collaborated with sales, IT, developers, design teams, vendors, and leadership to improve communication, operational alignment, and reporting clarity.
- Used AI-supported workflows for market research, consumer insights, ad concepts, personas, and strategic content development.

APRNJobs

Fractional CIO

Contract | Oct 2025 - Present | Remote

Provide strategic technology leadership for a healthcare recruiting platform, with a focus on secure, scalable, and efficient digital systems that support employer engagement, candidate experience, data management, workflow clarity, and organizational growth.

- Evaluate and improve website systems, CRM workflows, cybersecurity practices, vendor platforms, and digital operations.
- Support compliance-conscious handling of business, employer, and candidate data.
- Strengthen access control, risk reduction, process documentation, and data organization.
- Improve digital presence, SEO, online trust-building, and employer/candidate communication workflows.
- Translate technical needs into practical business decisions for executive leadership.

M&M Award Apparel

Chief Operating Officer | Operations, Marketing & E-Commerce

Contract | Aug 2014 - Present | Hybrid

Jointly oversee daily operations, production coordination, internal team execution, marketing strategy, and e-commerce growth for a custom award apparel business serving rodeo, agricultural, youth, equestrian, and event-based organizations.

- Strengthen workflows, order accuracy, customer communication, and fulfillment clarity.
- Support Shopify and e-commerce strategy, product descriptions, customer-facing policies, and sponsor visibility concepts.
- Develop brand messaging, campaign concepts, social media design, digital content, and customer-experience improvements.
- Connect operations, marketing, e-commerce, production, and visual brand execution while preserving personalized service.
- Coordinate vendor relationships, production processes, and internal team execution.

ADDITIONAL EXPERIENCE

Colorado Christian University

Enrollment Team

Full-time | Sep 2021 - Jan 2024 | Remote

Guided prospective students through the end-to-end enrollment process from first inquiry to admission, helping them navigate financial aid, program fit, next steps, and the realities of student decision-making. This role expanded practical understanding of higher education operations, admissions workflows, CRM use, relationship-driven communication, and support for diverse learners at scale.

- Known for tailoring counseling approaches to individual student needs and goals.
- Built trust with students and coworkers in a fast-paced, goal-oriented environment.
- Supported admissions workflows, student journey clarity, and high-touch communications.

Fiery Designs Development

Graphics | Web Designer | Emerging Social Media Strategy

Full-time | Jan 2009 - Dec 2017 | Texas | Remote

Provided graphic design, website design, and early social media strategy during a period of rapid digital transformation, helping businesses move from traditional print-focused marketing into web-based visibility, Facebook pages, email graphics, and integrated digital communication.

- Designed websites, layouts, branded graphics, print materials, email marketing assets, and promotional content.
- Helped clients establish Facebook business pages, content planning, online visibility, and brand consistency.
- Supported website usability, content organization, customer-facing messaging, and basic SEO awareness.
- Collaborated with business owners, vendors, and teams to translate ideas into visual and digital assets.

Coalition of Christian Cowboys

Marketing & Public Relations Specialist

Freelance | Mar 2008 - Mar 2011 | Oklahoma | Hybrid

Led community outreach, strategic marketing, media materials, vendor coordination, volunteer organization, and public relations support for National Day of the American Cowboy events and community fundraisers.

- Coordinated parades, festivals, performers, demonstrations, vendors, and volunteer teams.
- Collaborated with partners including Muscogee Nation, Budweiser, artists, bands, and community stakeholders.
- Supported fundraisers including Toys for Tots and Thanksgiving and Christmas meals for individuals and the broader community.
- Designed promotional media materials for events, including print, banners, brochures, shirts, and logos.

OWNED BRAND & SELECTED PROJECTS

Ragged Souls

Founder | Creative Director | Author Platform | E-Commerce Strategy

Personal publishing and creative commerce brand

Developing Ragged Souls as a Texas-rooted publishing and commerce brand centered on books, storytelling, rural identity, faith, healing, family legacy, and honest creative work. The project connects brand strategy, website structure, content development, audience engagement, book marketing, and e-commerce foundations for future book sales and related creative offerings.

- Publishing brand
- Creative direction
- Website and e-commerce strategy
- Book marketing
- Audience development

Selected Project Types

Project work spans CRM architecture, website optimization, compliance-aware digital presence, e-commerce operations, paid media, brand messaging, healthcare-adjacent platform strategy, education and IEC digital strategy, rodeo/agriculture/rural business marketing, and AI-assisted market research.

- CRM and workflow design
- SEO/AEO/GEO and website health
- Privacy-aware marketing operations
- Shopify/e-commerce and customer experience
- Campaign analytics and reporting

EDUCATION

Liberty University
Doctor of Business Administration, Business Administration:
Marketing
Aug 2023 - Dec 2027

University of Texas at Tyler
Master of Business Administration, Project Management
Aug 2021 - Aug 2023

Liberty University
Bachelor of Government: Public Administration, National Security
Policy Studies | Strategic Intelligence - Cum Laude
Jan 2015 - Jun 2020

Paris Junior College
Associate of Arts, Child Development | Associate of Science,
CAD/CADD Drafting and Design Technology
1993 - 1997

LICENSES & CERTIFICATIONS

Gen AI User Certiprof Issued May 2026 Artificial Intelligence	HubSpot Solutions Architecture Foundations HubSpot Academy Issued May 2026 Expires Jun 2027 ID: llzt9dmw
HubSpot Implementation for Partners HubSpot Academy Issued May 2026 Expires Jun 2027 ID: j91s2q3r	HubSpot Solutions Partner HubSpot Academy Issued Oct 2025 Expires Nov 2027 ID: 9912a2a0661b42bd91d80a3bc444ed72
Google Analytics Certification Google Digital Academy / Skillshop Issued Mar 2025 Expires Mar 2026 ID: 138560539	UX Deep Dive: Mapping LinkedIn Issued Mar 2023
Salesforce Essential Training LinkedIn Issued Mar 2023	Certified Scrum Product Owner (CSPO) Scrum Alliance Issued Nov 2022 Expires Nov 2026 ID: 001445284

TOOLS & PLATFORMS

HubSpot | Zoho | Salesforce | noCRM | WordPress | Shopify | WooCommerce | Google Analytics 4 | Google Tag Manager | Looker Studio | Google Ads | LinkedIn Ads | Meta Ads | Canva | Adobe Creative Suite | Figma | Visual Studio | Microsoft Office | Gamma | Replit | AI-assisted research and content workflows

COMMUNITY & VOLUNTEER LEADERSHIP

Scholarship Review - The National Society of Collegiate Scholars

Conducted essay reviews to support scholarship evaluation and selection of deserving scholars. Aug 2019 - Aug 2021.

Habitat for Humanity International - Clean-Up Crew

Supported clean-up and painting tasks for new and existing Habitat homes. Jun 2017 - Jun 2019.

Impact Church Paris Inc. - Volunteer Staff

Served in children and community volunteer support. Mar 2017 - Aug 2018.

Paris Homeschool Association - Teacher | Volunteer

Supported education and community programming. Aug 2016 - May 2018.

Mrs. Plus International Lamar County Texas - Delegate

Participated in advocacy-centered pageant and domestic violence awareness work. Oct 2015 - Mar 2016.

Bristow Round Up Club - Marketing Specialist: Barrel Race for a Cure

Created logos, brochures, shirts, banners, and promotional materials for a Susan G. Komen barrel-racing initiative. Jun 2009 - Jul 2010.

Paris Childcare Association - Vice President

Supported early childhood education advocacy, strategic planning, policy awareness, professional development, community outreach, and stakeholder collaboration. Jan 1996 - Jan 1999.

SELECTED RECOMMENDATIONS

<i>"Heather is a SME regarding all things marketing and brand awareness... not only externally facing assets but backend processes and best practices."</i> - Andrea Wilson	<i>"Heather brings a rare blend of technical proficiency, strategic thinking, leadership, and digital marketing expertise."</i> - Rodrigo Sibaja
<i>"She breaks marketing down in easy-to-digest steps and looks at long-term engagement instead of quick hits."</i> - Bren Triplett	<i>"Her targeted perspective in markets and data-driven insights helped me identify and reach key stakeholders."</i> - Stephanie Hayna
<i>"She did not just point out problems - an action plan accompanied each item."</i> - BE, CEO	<i>"She is dependable and gets the job done... always willing to go the extra mile."</i> - Melanie McMurtry
<i>"Heather puts her whole heart into projects and the people around her. She is galvanizing."</i> - Katie S. Minyard	<i>"She was exceptional at tailoring her approach to counseling to the needs and goals of her students."</i> - Nathan Means

PERSONAL NOTE

Outside of work, Heather is grounded in family, faith, Texas agriculture, books, cooking, design, and hands-on problem-solving - the kind that often includes a paintbrush, trowel, hammer, or pair of muck boots. She loves cheering on her children as they show stock animals and play sports, serving through church and community, and finding joy in work that lets her build, create, restore, and make things better.

Additional work samples, project context, and references available upon request.