

HEATHER-LOUISE BUNNING

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PROFESSIONAL OVERVIEW

Community engagement and marketing leader with a track record of building meaningful programs, partnerships, and experiences that connect diverse audiences to purpose-driven initiatives. Known for fostering relationships across students, professionals, volunteers, and leadership while designing engagement strategies that drive participation, storytelling, and long-term involvement. Known for navigating stakeholder relationships with professionalism, empathy, and discretion, particularly in high-touch or high-visibility environments.

CORE COMPETENCIES

Recruiting • Targeted Marketing • Brand Management • Relationship Building • Nonprofit Management
Mentoring • Content Development • Creative Problem Solving • Website Development • UX Design
Networking • Community Outreach • Strategic Planning • Resource Allocation • Project Management

ENGAGEMENT AND PROGRAM LEADERSHIP

- Led integrated marketing and communications strategy for national student engagement initiatives, aligning messaging, content, and partnerships to expand reach and impact.
- Led engagement initiatives connecting students, professionals, educators, and volunteers across national and state organizations, fostering meaningful participation and long-term involvement.
- Built and sustained relationships across a national network of 50,000+ students, supporting mentorship, leadership development, and community connection through programs and events.
- Managed high-impact programs and events, aligning logistics, stakeholder coordination, and storytelling to deliver engaging and meaningful experiences.
- Developed storytelling and content strategies that elevated individual journeys and strengthened connection to programs, initiatives, and career pathways.
- Led cross-functional collaboration with leadership, partners, and stakeholders to ensure alignment of engagement efforts with broader organizational goals.

PROFESSIONAL EXPERIENCE

IntrapriseTechKnowlogies, LLC / Center for Accounting Transformation - Indianapolis, IN (2021 - present)

Principal Consultant & Mission Outreach Architect (*Remote*)

Lead marketing, communications, and digital content initiatives to support both internal operations and external clients, while spearheading mission-driven outreach and engagement strategies for the Center for Accounting Transformation.

- Lead day-to-day execution of engagement, communications, and content initiatives, ensuring alignment across teams and delivery of high-quality programs and experiences.
- Develop and execute engagement and communication strategies that increase visibility, strengthen stakeholder relationships, and drive participation across programs and initiatives.
- Lead development of digital platforms and content experiences that connect students and professionals to programs, resources, and community initiatives.
- Oversee digital content and platforms supporting program engagement, storytelling, and community access to resources.
- Produce multimedia campaigns that elevate career pathways and professional transformation stories, driving awareness and engagement among students and emerging professionals.
- Mentor and support student leaders and interns through national programs, while producing award-winning career exploration videos that elevate real-world stories and expand access to accounting, finance, and business pathways.
- Lead student engagement initiatives that connect individuals with mentors, career pathways, and real-world experiences, fostering long-term involvement and professional growth.
- Serve as Executive Producer of the Student-Led Conversations podcast, guiding students in developing and leading conversations with professionals while elevating authentic, student-driven storytelling.
- Produced award-winning multimedia and video content that brings human-centered stories to life, strengthening engagement and connection across audiences.

Business Professionals of America - Columbus, OH (2014 - 2021)

Director of Marketing & Stakeholder Engagement (August 2018 - March 2021)

Led engagement initiatives supporting a national network of 50,000+ students across middle school, high school, and college, fostering mentorship, leadership development, and community connection through programs, events, and partnerships. Other business functions include:

- Mentored and guided student leaders and contributors in content development, strengthening leadership and communication skills.
- Developed marketing strategies to reach various stakeholders while directing design and implementation of membership recruitment campaigns, sponsorship outreach and other marketing and advertising ventures to promote the organization.
- Led programs and events associated to the National Leadership Conference including the Volunteer & Internship program, exhibitor showcase and BPA University workshops.
- Managed and maintained the organization's social media, and provide assistance and support to student leadership across all active platforms.
- Created, developed, maintained and cultivated relationships between the organization and all its external constituents; trustees, volunteers, alumni, partners, sponsors, donors, parents, advisors, students and friends in ultimate support of the organization.

Director of Strategic Advancement (August 2014 - August 2018)

Developing, maintaining and cultivating relationships between the organization and all its external constituents as well as formulating, developing and implementing a variety of strategic programs to help further advance the Mission and Vision of Business Professionals of America. Other responsibilities include:

- Coordinated cross-functional teams and contributors to deliver on campaign and program objectives
- Participation in the strategic planning process to ensure ongoing support for all advancement initiatives.
- Service as liaison for the National Business Advisory Council and Alumni Division.
- Supporting research, partnerships, sponsorships, scholarships and relationships.

Ports of Indiana - Indianapolis, IN (2013 - 2014)

Public Affairs Manager

Served as the principal contact for media inquiries related to all three of the state's public ports as well as statewide maritime, foreign-trade zone and multimodal transportation issues. Led collaboration among internal and external audiences to define, communicate and manage the organization's public messages to ensure continuity of brand, consistency of image and alignment with overall strategic objectives. Responsible for coordination of all media releases, interview requests and photographer access to the port facilities. Managed the organization's websites, social media, community outreach programs and events.

American Institute of CPAs - Durham, NC (2006-2013)

Senior Manager - High School & Community College Initiatives | Senior Manager - Education & Recruitment

Developed and led national outreach initiatives connecting students and educators to career pathways, strengthening engagement across academic and professional communities. Applied dynamic strategic planning, prioritization, and project management skills toward consistently achieving critical deadlines while maintaining high quality standards and allocating a \$1+ million annual budget. Effectively analyzed internal processes to define inefficiencies and provide expert recommendations to boost productivity and performance. Additional highlights:

- Conducted research and developed thought leadership content to support national outreach initiatives, translating key insights into messaging that engaged students, educators, and professional audiences.
- Served as staff liaison to the AICPA Foundation Board of Trustees, supporting governance activities, strengthening communications, and contributing to national initiatives focused on student outreach and scholarship programs.
- Led national outreach initiatives connecting students and educators to accounting career pathways, building engagement through partnerships, programs, and targeted campaigns.
- Led development and execution of messaging and outreach strategies driving engagement with students and educators through the award-winning StartHereGoPlaces.com platform.
- Collaborated with internal teams, educators, state societies, and national partners to align outreach strategies and expand engagement across academic and professional communities.
- Served as liaison to key committees and stakeholder groups, facilitating communication and alignment between leadership, partners, and program initiatives.

Indiana CPA Society - Indianapolis, IN (1997 - 2006)

Student Initiatives & Public Relations Manager

- Coordinated and supported a high-profile recognition program elevating professional stories and achievements, managing stakeholder engagement, event logistics, and communications to create a meaningful community experience.
- Assisted in planning and implementation of Society's public relations strategies, policies and procedures.
- Supported the Society's communications plan including development of articles, press releases, and quotations as well as development of various articles for the quarterly magazine CPA IN Perspective.
- Purchase and placement of advertising in statewide print and broadcast media.
- Direction, coordination, and management of academic and career development activities.
- Coordination of statewide volunteer event - CPA Day of Service - in association with the United Way of Central Indiana.
- Maintained database of volunteers and assisted in identifying speaking engagements and other opportunities for staff and members.
- General communications department management duties including assistance with personnel supervision/coordination under the direction of and in the absence of the VP - Communications.
- Developed and conducted presentations on the Value of the CPA to college level audiences statewide.
- Served as the primary staff point-of-contact for the Indiana CPA Society Student Internship Program. Supervised and provided mentorship to college accounting student interns, developed projects and assignments for completion, created program reporting structure, established key performance indicators and reported results of each program at conclusion.

Evansville Courier & Press - Evansville, IN (1994 - 1999)

Freelance Entertainment Writer

Local area lifestyle / entertainment story writing. Primary emphasis on feature stories of various musicians, concert and music reviews, artist interviews, and editing material for publication.

Indiana Association of Cities & Towns - Indianapolis, IN (1995 - 1997)

Research & Publications Associate

- Assistant Editor of organization's monthly magazine - Actionlines.
- Creator of publications including: Leadership Handbook for use by Executive Committee and Tasforce Leaders, Councilmember Handbook, and The municipal Leader and the Indiana General Assembly.
- Assisted Communications Director with media and public relations efforts, answered technical assistance questions, and monitored bills through stages of the Indiana General Assembly.
- Coordinator of statewide Municipal Volunteer Program (MVP).
- Assisted Indiana Association of Chiefs of Police with development of newsletter - Frontlines.

EDUCATION & CERTIFICATIONS

- Bachelor of Science in Communications, University of Southern Indiana, Evansville, Indiana
- Harassment Prevention Training Certificate: CA Supervisor - Remote, Course by EasyLlama (2026)
- Social Media Certification, Hubspot (Issued August 2018, renewed August 2020, July 2025)
- Inbound Marketing Certification, Hubspot (Issued December 2019)
- Google Ads Search Certification, Google (Issued August 2020)
- Google Ads Fundamentals, Google (Issued July 2019)