

Roger M. Heaney

SUMMARY OF QUALIFICATIONS:

- Accomplished leader with a proven track record of managing and motivating communications and marketing teams to exceed business objectives in both the public and private sectors.
 - 27 years of expertise in communications, marketing, public relations, media relations, crisis management, community engagement, social media strategy, video production, customer relations, employee communications, and sponsorship/corporate development.
 - Exceptional at generating positive media coverage and fostering relationships with media outlets to drive organizational goals.
 - Extensive experience in creating, executing, and managing full-scale marketing and outreach programs that align with business objectives.
 - Strong presentation and communication abilities, with proficiency in media relations, government affairs, video production, graphic design, and community outreach.
-

PROFESSIONAL EXPERIENCE:

CITY OF PFLUGERVILLE, TX

Interim Director of Communications

October 2022 – Present

- Lead a team of six responsible for marketing, media relations, video production, graphic design, social media, and public information for an award-winning city.
- Oversee city-wide communications strategies, including media relations, print and digital newsletters, crisis communications, and public engagement initiatives to inform the community about city services and events.
- Collaborate with City Management and City Council to develop key messages, speeches, and media strategies, while serving as the city's spokesperson for media outlets.
- Spearheaded the award-winning "That's My Pflugerville" video and print campaign, utilizing resident testimonials to highlight city services and quality of life.
- Launched "Operation Nessie" social media campaign, engaging residents through creative storytelling about the Loch Ness Monster at Lake Pflugerville, which resulted in nearly 1 million impressions and a surge in social media engagement. Regional and National award-winning campaign.
- Directed the "Be in the Know: H2O" series, which promoted the city's investment in infrastructure and public services, further solidifying public trust.

- On-call Public Information Officer (PIO) for the City and Police Department, ensuring 24/7 responsiveness during emergencies.
- Serves as Master of Ceremonies/Emcee for multiple external and internal city events and programs.

CITY OF ROUND ROCK, TX

Marketing and Events Manager – Parks and Recreation Department

February 2009 – October 2022

- Led marketing and communications efforts for the award-winning Parks and Recreation Department, promoting programs, events, parks, and facilities.
- Secured over \$120,000 annually in corporate sponsorships while managing high-impact marketing campaigns.
- Spearheaded the highly successful "Expedition: Find Bigfoot" campaign, which garnered national media attention, increased park attendance by 35%, and drove a 102% increase in social media engagement.
- Oversaw all digital and print communication, including social media, e-newsletters, press releases, and grand opening events, contributing to a 76,000-subscriber email list and significant social media growth.
- Launched the "Love Your Park" campaign, a video series featuring resident testimonials, resulting in 100,000+ video views and increased community advocacy for city parks.
- Generated nearly \$53,000 in positive earned media coverage annually with an average of 87 positive print and TV news stories promoting the city.
- Negotiated more than \$165,000 in media trades with TV news and radio stations annually that benefited and enhance the city's marketing and communications efforts.
- Produced and created more than 175 video projects annually to promote PARD products and City services.

TIME WARNER CABLE CENTRAL TEXAS (Now Spectrum)

Director of Communications & Marketing

June 2001 – February 2009

- Directed public affairs and marketing programs with responsibility for six employees in the areas of media relations, community relations, employee relations, educational outreach programs, local programming/master-control operations and government relations.
- Successfully developed and executed communications plans to launch new products, earning four National Beacon Awards for excellence in public relations.
- Cultivated relationships with media outlets, generating over 500 positive news stories annually, valued at approximately \$600,000.

- Managed external and internal communications, serving as spokesperson for the organization and overseeing media relations, community events, and employee engagement programs.
- Helped negotiate franchise agreements with local cities including public, education and government access channel agreements with favorable results for more than 63 cities.
- Successfully developed and executed TWC Political Action Committee (PAC), driving employee participation to 52% of the workforce.

TIME WARNER CABLE DESERT CITIES

Manager, Public Affairs and Programming

July 1996 – June 2001

- Managed five-member national award-winning local programming and master-control staff partnering with several local TV network affiliates.
- Led public affairs and marketing efforts, including media relations, community outreach, government relations, and employee communications.
- Recognized with national ACC Beacon Awards and special Senate and Congressional recognition for community relations initiatives.
- Managed franchise renewals and leased access requests pursuant to FCC regulations.
- On-air TV personality for weekly marketing and public relations television show.

MEDIAONE TRI-COUNTY OPERATIONS

Community Programming and Marketing Supervisor

1993 – 1996

- During eight plus year tenure with MediaOne, achieved three progressively more responsible positions including management.
- Managed three-member production and marketing staff in writing, producing, directing, editing and creating commercials, community programming and industrial videos.
- Created, planned and implemented all public, marketing and employee relations strategies and campaigns.
- Developed annual business plan, budget, capital and performance appraisals.
- Researched, purchased and implemented new production workstations. Full-scale production planning including live microwave remote productions.

MEDIAONE TELEVISION ADVERTISING

Producer

1992 – 1993

- Worked with client base and sales team in creating, writing, directing, producing and editing commercials for cablecast on various cable networks.

MEDIA ONE ORANGE COUNTY

Producer, Community Programming

1992 – 1993

- Wrote, directed, produced and edited documentaries, newsworthy events and full-length programs for cable casting.
- Instructed and managed weekly public access production training courses with civic officials and the public.

DISNEYLAND THEME PARK OPERATIONS

Show operations management/Show Performer/Attractions Host

1992 – 1993

- During eight-year tenure with Disneyland theme park operations, achieved three progressively more responsible positions including theme park operations management. Conducted training programs in the world-renowned Disney University.

AWARD-WINNING CAMPAIGNS:

- **"Expedition: Find Bigfoot"** (City of Round Rock)
Designed to engage families and highlight park services through a creative social media campaign. This effort received extensive local and national media attention, increasing park attendance by 35% and driving up social media engagement by 102%.
- **"Love Your Park" Video Series** (City of Round Rock)
Monthly testimonial campaign featuring residents sharing how city parks enriched their lives. The series became a community favorite, with more than 100,000 video views annually and growing social media interest.
- **"Operation Nessie"** (City of Pflugerville)
An award-winning social media campaign promoting city services with a fun, mythical theme that resulted in nearly 1 million impressions and significant social media interaction.

EDUCATION:

Bachelor of Arts in Communications, Radio/TV/Film 1992

California State University, Fullerton

Minor: Speech Communication

Honors: Exceptional Professional Promise Award

PROFESSIONAL AFFILIATIONS:

- City-County Communications & Marketing Association (3CMA)
- Texas Association of Municipal Information Officers (TAMIO)

- Texas Association of Telecommunications Officers and Advisors (TATOA)
 - National Recreation and Park Association (NRPA)
 - Public Relations Society of America (PRSA)
-

COMMUNITY INVOLVEMENT:

- Round Rock Chamber of Commerce Board of Directors (2004-2008)
 - Big Brothers Big Sisters of Central Texas (2004-2008)
 - Round Rock Chamber of Commerce, Communications Chair, 2005-2008
-

AWARDS:

- Multiple awards with 3CMA, TAMIO, TATOA and TML
- State-wide Marketing and Promotions Excellence Award, Texas Recreation and Parks Society (TRAPS)
- Multiple National Gold & Bronze Telly Awards for excellence in video and television production/marketing
- Best Department Marketing Award, Texas Recreation and Parks Society (TRAPS) Award
- Gold Medal Award, National Recreation and Park Association
- Business of the Year, Round Rock Chamber of Commerce
- Innovative Business of the Year, Greater Austin Chamber of Commerce
- National Beacon Awards, National Association of Cable Communicators (4 total Awards)
- Corporate Partner of the Year, Greater Austin Hispanic Chamber of Commerce
- Community Awards, Texas Cable and Telecommunications Association (4 total awards)
- Corporate Partner of the Year, Austin Area Urban League
- Community Spirit Award, National Cable Television Association
- Manager of the Year, Time Warner Cable
- Silver Angel Award, International Television Video Association
- WAVE Award, International Television Video Association

References and Portfolio Upon Request