

## HEATHER WILLIAMS

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### CORPORATE COMMUNICATIONS / WRITER / PROOFREADER / COPY EDITOR

"Good writing moves people physically and emotionally."

Extensive experience working collaboratively and cross culturally with departments, disciplines, and teams at all levels. Excellent interpersonal communication, both oral and written. Passionate love of language and the written word. Detail oriented, self-starter from a military family who has traveled extensively throughout the world. Additional skills include:

**Public Speaking | Customer Service | Sales | Trainer / Motivator | Microsoft Office Suite | AS400 | Siebel**

### PROFESSIONAL EXPERIENCE

**ROYAL CARIBBEAN GROUP**, Miami, FL

**2000 – 2020**

Global cruise vacation company with 77K+ employees; revenue of \$10.9B+

**Liaison & Back-up Assistant to Corporate Communications Vice President** (2004 – 2009)

Compiled all data and resolved complex, sensitive, and high visibility media inquiries. Accurately logged and addressed incoming calls from media outlets and representatives during crisis situations.

- ☐ Preferred backup agent by department when Senior Executive Assistant was unavailable.
- ☐ Anchored in Excellence Award for Excellence in Customer Service, 2002 -2005

**Senior Representative for the Executive Office & Customer Service Department** (2001– 2008)

Ghostwriter for CEO, COO, and Senior Executive Team.

- ☐ Created all correspondence in letters and e-mails from direct guests and travel agents on behalf of these executives; addressed incoming calls to Executive Office.
- ☐ Compiled all data for Legal Department to assist in resolving legal matters and offered testimony in cases on behalf of Executive Office when requested.
- ☐ Drafted Customer Service Department responses for high visibility and sensitive matters that served as the official response used by all Customer Service Staff.
- ☐ Served as Supervisor and Manager for Customer Service Department on 2 separate occasions during their extended absences.
- ☐ Created general response templates used by Customer Service Staff- both shipboard and shoreside- to address daily customer concerns and inquiries. Escalation point for staff to resolve complex sensitive matters, or unruly customer contacts via letter, E-mail, phone, or front desk.
- ☐ Screened, interviewed, and trained new hires in Reservations Department and Customer Service Department. Presented motivational speeches to encourage positive work ethic.
- ☐ Wrote best practices script for new call center initiative adopted by department.
- ☐ Awards:
  - Employee of the Year, Circle of Excellence Award, 2002
  - Department of the Year, 2001
  - Captains Award Nominee, 2005

**Content Specialist (2008 – 2010)**

Ensured all content was factual, grammatically correct, relevant to incoming contact, adhered to company style, standards, and protected company's intellectual property and trade secrets. Tutored employees on best practices to improve their writing and communication skills.

**Proofreader (2010-2020)**

Proofread and edited all contact center correspondence to direct guests and travel agents for Customer Service Department and Executive Office. Authored Weekly Newsletter, *The Proofer's Corner* and *Word of the Day* to promote and develop proper grammar, build vocabulary, and writing skills.

- ☐ Attained 25% increase in sales by creating training program for Sales Department, Maximizing Communication.
- ☐ Developed training program Find Me- An Introduction to AS/400 to teach new hires how to use software.
- ☐ Designed assessment tests for potential new hires for Customer Service, Executive Representative candidates, and Groups Department Proofreader candidates, which are still used.

**EDUCATION****Master of Fine Arts (MFA), Creative Writing**

Full Sail University

**Bachelor of Arts (BA), Cultural Anthropology**

University of California, Santa Barbara

Breaking into Print, Institute for Writers  
Novel Writers Program, Institute for Writers

**COMMUNITY INVOLVEMENT**

Certified Track & Field Coach, State of California & National Special Olympics