

HEATHER WILSON SCHILTZ

Communications & Marketing Consultant

EXPERIENCE

High Gear Consulting DBA High Gear Success: Pataskala, Ohio

CEO/Motorsports Communications & Marketing Consultant | Jan. 2021-Current

- Strategize and implement communications and marketing goals, strategies and objectives for motorsports companies, event organizers and racers
- Consult clients on revenue-generating strategies, including sponsorship, event marketing, and brand visibility
- Compose and distribute press releases, as well as racing reports
- Write website copy, social media and email newsletter content
- Pitch and write stories for various publications within the powersports industry
- Plan virtual, hybrid and in-person events
- Conduct workshops on various motorsports and communications topics
- Create online resources for motorsports organizers to conduct and promote rides and races
- Host and creator of motorsports podcast conducting interviews with industry icons

Motorcycle Ohio (Dept. of Public Safety): Columbus, Ohio

Consultant/Chief Trainer | March 2019-Current

- As a contractor, train new instructors in MORE curriculum, as well as provide continuing education for current instructors, online and in-person
- Collaborate with leadership team to modify curriculum and training materials
- Serve as media representative for Motorcycle Ohio, participating in interviews and guest speaking opportunities at national-level events

Lead Instructor Trainer Expert (LITE) | May 2015-March 2019

- Certified new instructors in MORE curriculum, worked to improve skills of existing instructors through workshops and mentoring, taught students how to ride motorcycle

Motorcycle Safety Instructor | May 2015-Current

- MORE curriculum instructor who teaches students to ride and receive license certification
- Motorcycle Safety Foundation certified RiderCoach (both streetbikes and dirtbikes)

American Motorcyclist Association: Pickerington, Ohio

Director of Member Activity | July 2020-April 2021

- Managed operations for chartered organizations, sanctioned events and riding programs
- Generated and implemented marketing and communications initiatives for riding and volunteer programs for approx. 210k members nationwide to increase program participation
- Instituted SOPs for staff, organizers and volunteers
- Managed in-person and remote team members, as well as collaborate across departments
- Managed budget in excess of 325k, identify growth and cost-saving opportunities
- Identified and implemented tech./resources to support more efficiency and awareness
- Built strategic relationships with event organizers, members, volunteers and industry partners
- Operated multi-day virtual and in-person events for internal and external audiences
- Spoke at national-level events on behalf of the association
- Developed workshops to recruit, train and educate volunteers, members and organizers
- Routinely consulted with executive team to inform of ongoing operations and opportunities

KEY SKILLS

- Public Relations Consulting
- Marketing Strategy
- Writing/Editing/Content Creation
- Relationship Management
- Public Speaking
- Interviewing/Podcast Host
- Leadership/Mentorship
- Event Planning
- Operations Consulting
- Sponsor Procurement/Fulfillment

NOTABLE ACHIEVEMENTS

Women-Owned Business

Enterprise (WBE)

- Certification achieved through State of Ohio

Powersports Business 40 Under 40

- Award Recipient, 2023

Motorcycle Safety Presenter

- Ohio Traffic Safety Summit, 2025
- National Highway Traffic Safety Administration - Region 7, 2024

EDUCATION

Ohio University: Athens, OH

- **Bachelor of Science in Journalism:** Strategic Communication
- **Org. Communications minor**
- **Professional Sales Certificate:** Schey Sales Centre
- **Leadership Certificate:** Leadership Center at Ohio University

SOFTWARE COMPETENCY

- Adobe and Canva
- Mailchimp
- Zoom and Microsoft Teams
- ChatGPT
- WordPress
- Riverside
- Microsoft Office 365

COMMUNITY INVOLVEMENT

Schey Sales Centre at Ohio University | 2015-2018, 2024-Current

- Mentor students as alum

Ohio University Alumni Association, Young Alumni Leadership Program Cohort
• Inaugural member, 2023-2024

Fairfield County 4-H Endowment Board
• President, 2022-2024
• Secretary, 2020-2021
• Member, 2018-2019, 2025-Current

Ohio Off-Highway Motorcycle Association (OOHMA)
• Communications Officer, 2025-Current

Ohio Trails Plan, Motorized Recreation Sub-Group
• Chairwoman, 2022-Current
• Member, 2020-2021

Therapy Dogs Int'l | 2019-Current
• Visit nursing homes and schools with dog to provide therapeutic relief

Ohio 4-H | 2013-Current
• 4-H and Ohio fairs volunteer
• Conduct interviews for fair queen, camp counselors and fair board
• County fair dog show judge
• 4-H alum, member for 10 years

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EXPERIENCE (CONTINUED)

American Motorcyclist Association: Pickerington, Ohio

Recreational Riding Manager | Oct. 2017-July 2020

- Coordinated off-road and street motorcycle riding opportunities for approx. 210k members
- Nurtured relationships with hundreds of event organizers, sponsors, partners and members
- Revitalized and created programs and riding opportunities
- Improved department processes and implemented communications and marketing strategies
- Handled marketing initiatives, such as website content, social media, promotional emails, press releases, sponsorship fulfillment and data reporting
- Increased participation in programs, sought feedback and evaluated program effectiveness
- Managed department coordinator
- Organized and led riding activities at AMA Vintage Motorcycle Days

Assistant Recreational Riding and Volunteer Manager | Oct. 2016-Oct. 2017

- Updated copy for program materials and ensured forms followed branding guidelines
- Wrote emails promoting events, sent to 239k over 6 mo., 35-38 percent avg. open rate
- Created opportunities to engage volunteers at events or through trainings
- Connected hundreds of AMA organizers with resources to enhance events
- Managed national riding series: promotion, sponsorship fulfillment, data analysis
- Developed educational content and training materials to present to members

Associate Editor/Communications | Sept. 2014-Oct. 2016

- Wrote off-road racing and riding content for AMA magazine distributed to 160k members
- Developed bi-weekly and monthly e-newsletters sent to 44k subscribers
- Wrote press releases, posted updates on website, wrote script for annual banquet
- Interviewed race winners and edited videos for YouTube channel
- Co-managed select social media accounts with 850k total followers

Motorcycle Industry Council: Irvine, Calif.

Communications Specialist | Aug. 2013-Aug. 2014

- Served as on-air TV spokesperson in Los Angeles promoting motorcycle/ATV/UTV safety
- Pitched news releases for ATV Safety Institute, Motorcycle Industry Council, Motorcycle Safety Foundation, Recreational Off-Highway Vehicle Association and Specialty Vehicle Institute of America
- Wrote scripts and assisted with coordinating educational video shoots

COMMUNICATIONS & MARKETING INTERNSHIP EXPERIENCE

MPW Industrial Services: Hebron, Ohio | May 2013-Aug. 2013

Krile Communications: Sugar Grove, Ohio | Jan. 2013-April 2013

American Red Cross: Athens, Ohio | Sept. 2012-May 2013

Hocking College: Nelsonville, Ohio | Sept. 2012-Dec. 2012

Alpha Gamma Delta International Fraternity: Indianapolis, Ind. | June 2012-Aug. 2012

American Red Cross: Columbus, Ohio | April 2011-May 2011