

Heather Grennan Gary

Communications Professional

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Accomplished editor, writer, and communicator with 20+ years of experience in higher education and faith-based organizations. Skilled in engaging diverse audiences with well-crafted, compelling written communications. Proven capability in turning complex concepts into easily understood, polished content. Editing expertise ensures dependably clean and accurate copy. Dedicated and resourceful team member who values collaboration and independent contributions. Active listener with a talent for fashioning narratives that effectively promote brand recognition, advance organizational mission, and encourage audience interaction.

Areas of Expertise

Content Strategy • Copyediting (all levels) • Developmental Editing • Editorial Planning & Process • Interviewing & Research • Proofreading

Professional Experience

Freelance
Writer & Editor

Jun 2020 – Present

Develop and implement content strategies to ensure brand consistency. Produce thoroughly researched, tightly written feature articles, reviews, blog posts, and other content for print and digital outlets. Edit, fact check, and proofread written materials to assure clarity, coherence, and correctness.

- Produce diversified written content for clients including the Barbauld Agency; the In Trust Center for Theological Schools; Legible Inc.; and the University of Notre Dame's Mendoza College of Business and Nanovic Institute for European Studies.
- Provide copyediting, line editing, developmental editing, and proofreading for clients including 1517 Media, SUNY Press, and the University of Notre Dame School of Architecture.
- Interview subject matter experts in business, the humanities, and the social sciences to generate reader-friendly articles about specialized topics.
- Developed the contributors' guide for *ANTA: Archives of New Traditional Architecture*.
- Received a Folio Eddie Award honorable mention for magazine section, association/nonprofit (*In Trust*, 2021). Past awards include a first-place Award of Excellence for feature writing from the Catholic Press Association; a first-place award from the Associated Church Press for editorial courage; and second-place Awards of Merit from the Catholic Press Association for analysis writing and personally useful article.

Valparaiso University, Valparaiso, IN
Editor-in-Chief

Jul 2016 – Jun 2020

Directed the planning, execution, and distribution of the *Cresset*, a 60-page review of literature, the arts, and current affairs, published five times per year in print and online. Set and managed the editorial calendar, assigned and edited columns and essays, managed relationships with third-party vendors, and stewarded finances for precise budget administration.

- Supervised student interns and coordinated a team of freelance editors and writers.
- Selected nominees for professional association award competitions, which resulted in the *Cresset* winning 20 awards from the Associated Church Press (including 10 first-place awards in a variety of categories).
- Created and launched a bimonthly email newsletter that garnered an average open rate of nearly 50 percent and augmented website traffic.
- Doubled the email list and tripled the journal's social media presence within a span of four months through organic and paid promotions.

University of Notre Dame
Communications & Outreach Specialist

Aug 2012 – Jul 2016

Strategized the comprehensive communication plan for the Cushwa Center for American Catholic Studies. Managed website and social media accounts, enhancing stakeholder engagement and information dissemination. Administered email marketing initiatives and edited the semiannual *American Catholic Studies Newsletter*, driving website traffic. Oversaw production of all marketing collateral, upholding consistency of brand messaging.

- Directed a redesign of the Center’s website and newsletter, elevating visual appeal and functionality.
- Promoted the Center’s activities by building connections with scholars and media contacts around the globe.
- Launched the “Five Questions with…” web feature, promoting the work of 21 Cushwa research fellows.
- Doubled the center’s mailing list by implementing an effective email marketing strategy.
- Boosted scholarship and research fellowship application rates through strategic digital marketing activities.

Saint Mary’s College, Notre Dame, IN
College Editor

Oct 2011 – Aug 2012

Served as final editorial quality control for all official college publications and marketing materials, ensuring a unified brand voice. Upheld rigorous editorial style and standards to reinforce the organization’s reputation as a selective Catholic liberal arts college for women.

- Oversaw the design, printing, and budgeting of the alumnae magazine, the *Courier*, and established efficient operations for planning, writing, editing, and distributing each issue.
- Transitioned the publication schedule from quarterly to triannual, reducing expenses by 25 percent.
- Enhanced the college’s brand through consistent editorial standards across all communication channels.
- Delivered writing, editing, and proofreading support for various campus offices.
- Served as a key liaison between Integrated Marketing & Communications (IMC) and other campus units.

Additional Experience

Co-Director – Goshen College Study-Service Term in Lima, Peru
Editor – *Context* Newsletter, Claretian Publications, Chicago
Assistant/Associate Editor – *U.S. Catholic*, Claretian Publications
Publications Coordinator – Garrett-Evangelical Theological Seminary
Jesuit Volunteer – Jesuit Volunteer Corps Northwest, serving in Oregon and Alaska

Education

Master of Science in Journalism
Northwestern University

Master of Theological Studies
Garrett-Evangelical Theological Seminary

Bachelor of Arts
Majors in Communication & Philosophy
Santa Clara University

Certificate – Web Design
DePaul University

Technical Skills

Adobe Creative Cloud (Acrobat, InDesign, Photoshop) • AP Style • Chicago Manual of Style 17 • Email Marketing Platforms (Emma, MailChimp) • G Suite Apps • Google Analytics • HTML • Microsoft Office (Word, PowerPoint, Excel) • Remote Work (Zoom, Slack) • SEO • Social Media and Submission Management (Hootsuite, TweetDeck [X Pro], Submittable) • Trello Project Management • WordPress and Conductor CMS software applications

Selected Publications

“Only Witnessing”: Recalling the 1964 Theological Students’ Vigil for Civil Rights (*In Trust* magazine, Summer 2024)

Simply Divine: Perkins’ Dante Festival Made a Special Collection a Little More Special (*In Trust* magazine, Summer 2024)

Total Eclipse at the Seminary: Wonder and Awe in a “Demythologized Universe” (*In Trust* magazine, Spring 2024)

A Wondrous Abundance: The Peterson Collection at Wesley Seminary (*In Trust* magazine, Spring 2024)

Top-Secret Seminary: One School’s Role in the Manhattan Project (*In Trust* magazine, Winter 2024)

No CEO Goes It Alone (*In Trust* magazine, Autumn 2023)

“Altogether Fitting and Proper”: A Seminary and a Stronghold, c. 1863 (*In Trust* magazine, Summer 2023)

Sublime Space (*In Trust* magazine, Winter 2023)

Breaking Down Barriers: Stephanie Jackson on Being USA Hockey’s First Director of Diversity and Inclusion (*Mendoza Business* magazine, Spring 2022)

Work, Love, and Courage: The Frankl Collection at GTU Conserves Enduring Truths (*In Trust* magazine, Spring 2022)

The Best Science: One Nun’s Quest to Expand Theological Education (*In Trust* magazine, Spring 2022)

Cracking the Code on Generosity: Nathan Chappell (Notre Dame Mendoza College of Business, September 2021)

The Fruits of Fellowship: Nanovic Graduate Fellow Sarah Crane Prepares for Fulbright-Funded Research in Germany (Nanovic Institute for European Studies website, August 2021)

Wealth Creation and Human Rights: A Conversation with Georges Enderle (*Mendoza Business* magazine, Spring 2021)

Bearing Witness: The Trauma of Communism, Postcommunism, and the Role of the Church (Nanovic Institute for European Studies website, June 2021)

Digital Civility: Ireland, the EU and the Regulation of Social Media (Nanovic Institute for European Studies website, May 2021)

Out of Left Field: Field Education during a Pandemic Is Preparation for an Always Uncertain Future (*In Trust* magazine, New Year 2021)

Grave Times (*In Trust* magazine, Autumn 2020)

This Pandemic Life (*The Cresset*, Lent 2020)

Frames of Reference (*The Cresset*, Advent-Christmas 2018)

Qualified for Admission, but in Debt (*In Trust* magazine, New Year 2018)

Now Read This (*The Cresset*, Easter 2017)

Sharing the Vision, Advancing the Mission, Investing in the Future: It's the Board's Job [An Interview with Aimée A. Laramore] (*In Trust* magazine, Autumn 2016)

What Women Theologians Have Done for the Church (*U.S. Catholic*, January 2013)

A Graceful Exit: For Presidents, Discernment about When to Leave Office Is One of the Most Difficult Parts of the Job (*In Trust* magazine, New Year 2012)

First Comes Love: How Young Couples Are Altering the Path to Marriage (*U.S. Catholic*, September 2010)

Deathbed Confusion: Struggling with Decisions at the End of Life (*U.S. Catholic*, November 2009)

Let Your Conscience Be Your Guide: 7 Steps to Making Good End-of-Life Decisions (*U.S. Catholic*, November 2009)

Make Your Money Do More: Theological Schools Use Socially Responsible Investing to put Money Where Mission Is (*In Trust* magazine, Summer 2009)