

Heidi Squires Vermilyea

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Status

Name Heidi Squires Vermilyea
Application Date 1/12/2026
Expiration Date 1/12/2028
Board Member **Heidi Vermilyea**
Status Validated

Board	Vacancies	Status
Recreation Board	0	Pending

Basic Information

Name
Heidi Squires Vermilyea

I would like to be appointed to the position because:

As a lifelong resident of Bristol, and as the parent of two young boys, I have a deep personal investment in the quality, accessibility, and future of our town's recreational programs and facilities. I am eager to contribute my time, perspective, and professional skills to help support the Recreation Department.

Resume File

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Cover Letter File

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Contact Information

Address
1 Liberty Lane
Bristol, RI 02809

Yes, I am a resident
Yes

Email

Phone

Occupation

Yes, I am a city employee
No

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Heidi Vermilyea
1 Liberty Lane
Bristol, RI 02809

January 12, 2026

Dear Members of the Bristol Town Council,

I am writing to express my interest in serving as a volunteer member of the Bristol Recreation Board. As a lifelong resident of Bristol, and as the parent of two young boys, I have a deep personal investment in the quality, accessibility, and future of our town's recreational programs and facilities.

Bristol's playgrounds, athletic fields, and community recreation spaces have always been a vital part of town life for me, and they are now an important part of my children's lives as well. I am eager to contribute my time, perspective, and professional skills to help support the Recreation Department in managing and enhancing these resources, promoting healthy activity, and protecting the environmental areas that make Bristol such a special place to live.

Professionally, I bring over 20 years of experience in strategic planning, operations, and project management, currently serving as Director of Database Operations for a national organization. Throughout my career, I have overseen complex programs, managed budgets and performance metrics, coordinated across multiple stakeholders, and worked collaboratively to improve efficiency and outcomes. These skills translate well to supporting the Recreation Director with planning, organization, and thoughtful decision-making.

In addition, I have extensive volunteer experience with the Bristol Fourth of July Committee, where I have served for many years on both subcommittees and the Executive Board. This role has strengthened my understanding of town processes, community engagement, and the importance of balancing tradition, accessibility, and fiscal responsibility when serving the public.

Thank you for considering my application and for your continued service to our community

Sincerely,

Heidi Vermilyea

HEIDI VERMILYEA

Strategic and results-driven marketing and database management professional with 20 years of experience enhancing audience engagement, executing data-driven strategies, and leading cross-functional teams. Skilled in data hygiene, project management, segmentation, A/B testing, sales support and campaign optimization to drive business growth. A proven leader with a track record of streamlining processes, increasing revenue, and fostering collaboration across editorial, sales, and marketing teams to achieve business objectives.

Core Expertise

Database Management | Audience Segmentation, Engagement & Analysis | Email Marketing & Campaign Optimization | A/B Testing | HTML Email Troubleshooting | Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

ZONDA

Director, Database Operations

Long Beach, CA (Remote)
April 2021 - Present

- Oversee a \$1.2M partner email business, driving strategic growth and profitability.
- Manage the end-to-end operations of the Zonda master audience database, ensuring efficiency and peak performance
- Design and execute comprehensive database strategies focused on data hygiene, segmentation, analysis, and acquisition.
- Support clients in diagnosing and resolving HTML email creative and ESP rendering challenges.
- Lead A/B testing and campaign optimization to drive engagement and effectiveness.
- Manage the maintenance, testing, and deployment of B2B newsletters for numerous audiences.
- Establish and track key performance indicators (KPIs) to support data-driven decision-making.
- Supervise and mentor a direct report while offering guidance to supporting team members.

ZONDA (formerly Hanley Wood)

Email Operations Manager

Washington, D.C. (Remote)
October 2017 - April 2021

- Managed, cleaned, and monitored a media database of 2.2 million names.
- Supported the sales team by identifying target audiences for client promotions.
- Managed, created, and deployed 40-60 co-branded email promotions monthly.
- Assisted with the development and implementation of email marketing campaigns, ensuring compliance with industry best practices.
- Conducted monthly email testing to enhance performance and minimize unsubscribes.
- Analyzed and reported on audience database performance and consumer newsletter metrics.
- Assisted clients in troubleshooting HTML email creative and ESP rendering issues.

GEORGE PATTON ASSOCIATES- DISPLAYS2GO

Marketing, Catalog & Database Specialist

Sales Representative/Marketing Associate

Bristol, RI
Jan. 2014 - Oct. 2017
Mar. 2008 - Jan. 2014

- Managed the yearly distribution of 1.7 million catalogs, including scheduling, list selection, inventory, and financial tracking.
- Created and managed weekly email promotions, tracking trends and sales opportunities.
- Extracted and maintained database information for catalog and email segment updates.
- Served as a public-facing representative on review and survey sites, ensuring customer satisfaction.
- Managed print advertising campaigns and inside sales orders exceeding \$10,000.
- Generated over \$1 million in annual sales revenue, surpassing goals.
- Handled custom sales orders and pricing for unpublished product quantities.

COMPUTERWORLD

Senior Online Account Services Specialist

Framingham, MA

Nov. 2005 - Mar. 2008

- Managed an online account services team, ensuring efficient campaign distribution and goal achievement.
- Controlled up to 40 simultaneous marketing programs.
- Oversaw publishing, maintenance, delivery, and analysis of advertising programs on Computerworld.com.
- Optimized campaign performance based on evaluation metrics.
- Wrote marketing email copy and managed unsold advertising spots in editorial newsletters.
- Acted as a liaison between sales and account services, managing spreadsheets and documentation.

EDUCATION

Northeastern University, Boston, MA

Bachelor of Science in Business Administration

- Dual Concentration: Marketing/Finance
- Minor: Communications

TECHNICAL SKILLS

- **Software:** Microsoft Office Suite, Dreamweaver, Salesforce, PowerPoint, Photoshop, SurveyMonkey, Cvent, Zoom, Teams, Slack
- **Email & Marketing Platforms:** Omeda, PostUp, Acoustic (formerly Silverpop), Email Playground, Salesforce Marketing Cloud, Constant Contact, MailerLite

ADDITIONAL EXPERIENCE

Bristol Fourth of July Committee

Member/Volunteer

Bristol, RI

Feb. 2008 - Present

- Served as chairman for various sub-committees, including Souvenirs, Email/Facebook, Miss/Little Miss 4th of July Pageant, and Fourth of July Ball.
- Member of the Executive Board.
- Active volunteer supporting multiple committee initiatives.