



### **Heather Molina**

Heather Molina is a Senior Director of Performance Marketing at Madden Media, where she guides client strategy across Paid Media, SEO, & Analytics. She has worked in marketing and data insights for 20 years - helping destinations/brands like Visit Jacksonville and Port Aransas - as well as brands like Cheapflights, Charles Schwab, and Asics - build strategic plans that are ROI positive.