

HEATHER LAWVER SEWELL

✉ MrsHeatherSewell@gmail.com

EXPERIENCE

Aug 2013 - Present

Snafu LLC

CO-FOUNDER & CONSULTANT

Providing freelance services in web development & design, marketing & brand strategies, social media management, user interface design, and quality assurance testing.

Nov 2011 - Present

Build Love

OWNER & DESIGNER

Designing, creating, managing, branding, advertising & selling a unique brand of handmade jewelry, accessories, artwork & housewares. Includes creating and organizing multiple collections, in a variety of styles & mediums.

Nov 2005 - 2012

The Dercum Society

FOUNDER & DIRECTOR

Recognizing a lack of information for those diagnosed with Dercum's Disease, a rare genetic condition, Heather created an information & support network for doctors, patients & families. She recruited the leading expert on Dercum's, Dr. Håkan Brorson with the University of Malmö, to assist with compiling medical journal articles & translating them into terms that average patients could understand. Heather's work included designing & building the website, writing & publishing information to assist with the diagnostic process, compiling medical data, managing awareness campaigns, patient outreach & education, assisting research teams, and coordinating patient care.

Aug - Oct 2008

Yang Yun: China's Olympic Deceit

CO-DIRECTOR, STRATEGIST & SPOKESPERSON

During the 2008 Beijing Olympic Games, a scandal erupted around allegations that China was falsifying the ages of their gymnasts, in addition to long-standing evidence of their institutionalized physical & emotional abuse within their state-run training programs. As an advocate for children & former gymnast, Heather had long been aware of these issues. Seeing an opportunity to act, Heather joined with Stryde Hax, a well known hacker who had uncovered evidence of China's deceit. She volunteered to assist with verifying documents, but after discovering video evidence of China's deception thanks to the help of her sources within China, Heather became Co-Director of the Yang Yun Project. Heather coordinated translation of the video, then subtitled, produced, and released the video online. She wrote & distributed press releases & served as the campaign's spokesperson, being interviewed by news media worldwide. Her efforts were so effective that, for the first time in the International Olympic Committee's history, Olympic medals were revoked from China thanks to the evidence & pressure brought about in part by Heather's efforts.

1999 - 2008

Prophet Incorporated

FOUNDER & EXECUTIVE DIRECTOR

At only 14 years old, Heather designed & created The Daily Prophet, an online newspaper through which she tutored kids in English & Creative Writing. By using popular literature as a foundation, children could explore & develop their communication, as well as many professional skills, while serving as columnists reporting on the fantasy worlds from their favorite novels. Heather was responsible for every aspect of the organization. She created the system, built, designed and maintained the website, recruited investors, managed all outreach and advertising campaigns, filed for 501(c)3 status & maintained compliance with state & federal laws, all while tutoring & mentoring over 400 children worldwide. This modern, innovative educational system was so successful that it has been examined in multiple college textbooks and is studied by university students worldwide. While Prophet Incorporated still exists as an incorporated 501(c)3 non-profit organization, Heather was forced to put the company on hiatus due to chronic illness.

PHILOSOPHY

I was raised to believe that when a problem arises, I have no right to complain if there is even the slightest opportunity that I might be able to help. My experiences may at first seem disparate, but the common thread that binds them has been this deeply held belief in responsibility. When one is fortunate to possess talents or skills, they are beholden to duty to apply them for the benefit of not only themselves, but others as well. When I'm presented with an opportunity to address a need, I feel it is not only a duty, but a blessing. This belief has been proven time & again, as I am eternally grateful for the both humbling & empowering experiences I have been so lucky to be a part of.

AWARDS

- 2001 ArsDigita Prize
- 2001 Loudoun County Commendation
- 2003 Cable & Wireless ChildNet Award
- 2003 BBC Viewers' Choice Award

ACADEMIC

RECOGNITION

- **2008 - 'Convergence Culture'**
A collegiate textbook by Henry Jenkins, founder of the MIT Comparative Media Studies program. Published by New York University, the book's fifth chapter, 'Why Heather Can Write', studies and analyzes the cultural, educational & legal effects & significance of Prophet Inc & PotterWar.
- **2009 - 'Remix: Making Art & Commerce Thrive in the Hybrid Economy'**
Written by Lawrence Lessig, a professor at Harvard Law School & founder of the online copyright project, the Creative Commons. The 'Hybrid Hollywood' section analyzes & discusses the progression of PotterWar & its transformative effects throughout the media industry & intellectual property law as a whole.

MEDIA

RECOGNITION

- **2008 - 'We Are Wizards'**
Documentary film about fan culture, with an extensive exploration of PotterWar's effect on fan rights & copyright law.

EXPERIENCE

Oct 2001 - 2008

NoToes

FOUNDER & DIRECTOR

While coping with the amputation of her left big toe, Heather shared her experiences as an essay online. Her inbox was soon filled with responses from people struggling with life after amputation who were left feeling alone & isolated by a lack of information & support. Realizing the opportunity to fill that void & connect all these separated yet similar people, Heather built an online support network for amputees. Responsibilities included designing and building the website, researching & compiling medical journal articles, writing and publishing information about post-surgical rehabilitation, anaplastology, and advice about coping with the every day challenges of amputation.

Jan - May 2005

FirstStar Foundation

PROGRAM DIRECTOR & CREATIVE CONSULTANT

Recruited by famed Hollywood film producer, Peter Samuelson, to assist in the creation and development of new ways in which the organization could reach out to children in need, utilizing the Internet and new technology.

2003 - 2004

International Films Group

PRODUCER & CREATIVE CONSULTANT

Assisted in the development of ideas for new television series, with a focus on childrens, educational, and documentary genres, also serving as Producer on several key projects. Duties included developing unique series ideas, writing & preparing treatments & funding proposals, seeking out & coordinating with investors, securing funding, negotiating with networks, focus group & market testing, managing pre-production, and marketing.

Nov 2000 - Aug 2001

PotterWar

FOUNDER, CO-DIRECTOR, STRATEGIST & SPOKESPERSON

Whilst running Prophet Incorporated, Heather became aware of threatening cease & desist letters being sent to adolescent owners of Harry Potter fan sites by media goliath Warner Brothers, the owner of the Potter franchise. Believing in the protections afforded under the Fair Use clause, Heather organized an effort to fight back & protect the rights of young fans. Developing an overall strategy for an international boycott of all things Harry Potter, Heather took the initiative to push back in the midst of Warner Brothers' push to promote the first Potter film.

Responsibilities included designing & building the campaign's website, writing press releases, managing public relations, publicizing the campaign, recruiting & organizing protestors, serving as the campaign's spokesperson, negotiating with senior executives & legal teams at Warner Brothers, and devising campaign strategies.

Throughout the course of the boycott Heather was interviewed by over a hundred news media organizations worldwide, including appearances on live radio & television programs, both in person & via satellite.

The PotterWar campaign achieved remarkable success & was the first campaign of its kind to protect the rights of fans to participate in media. It set legal precedents revolutionizing the way major studios & media companies now approach & deal with the transforming media landscape & participatory culture. It established a legal foundation for the age of what Harvard law professor Lawrence Lessig refers to as 'Remix Culture'!

The effects of PotterWar & specifically Heather's strategies are studied by university students worldwide, as it has been analyzed in multiple collegiate level textbooks published in part by Stanford Law, NYU & the Massachusetts Institute of Technology.

VOLUNTEERING

Giving of one's time, talents & love is very close to Heather's heart. She is proud to have volunteered with & contributed to a wide variety of organizations, including Habitat for Humanity, The Make A Wish Foundation and Heifer International. Her latest project, begun as a part of the launch of Build Love, has been the design and creation of a series of unique necklaces made in honor of the men & women serving in the US military. Each piece of jewelry will be auctioned to benefit the Wounded Warrior Project. Another organization close to her heart is the Michael C. Rothberg Scholarship, created in loving memory of Michael, one of the 2,996 victims who died on 9/11. She also continues to support local food banks & shelters for women & children, as well as childhood bereavement charities in both the United States & the United Kingdom.

MEDIA

RECOGNITION

• 2008 - 'Harry, A History'

Written by Melissa Anelli, journalist & owner of the Harry Potter news website, 'The Leaky Cauldron'. Published by Pocket Books. The book conveys the history of the Potter fan universe. Chapter 5, 'Spinning The Web', includes a lengthy examination of The Daily Prophet & PotterWar, as well as their effects on the Potter community & overall fan culture.

TECHNOLOGY

SKILLS

- Microsoft Office Suite
- Web development experience with HTML, CSS, PHP & WordPress
- Domain/DNS & FTP Management
- Social media including Twitter, Facebook, Instagram, Flickr & Pinterest.
- Online marketplaces including Etsy & eBay
- Experience with both Windows & Mac OS
- Experience with Apple iLife suite, including iMovie, iPhoto & Garageband.
- Sony Soundforge
- Adobe Photoshop
- Corel Paint Shop Pro

EDUCATION

Home-schooled since the first grade, Heather finished high school at age 12. Despite being the first American & only home-schooler to be accepted to the prestigious Courtauld Institute of Art, Heather was unable to attend college due to suffering chronic medical issues as a teenager. She instead continued studying on her own, focusing on collegiate level english, art history, world religion, psychology, history, literature and political philosophy.

LINKS

- [FixMySnafu.com](#)
- [BuildLove.net](#)
- [DercumSociety.com](#)
- [Prophet-lnc.com](#)
- [NoToes.com](#)
- [HeatherShow.com](#)

EXTENDED RÉSUMÉ

• [HeatherLawver.com](#)

Want to learn more? Please visit the online extended résumé for additional information, including expanded details about each job experience, histories of various campaigns, links to press & academic references, audio & video of appearances whilst serving as spokesperson, samples of art & design work, academic experience, and more.