

Application Form

Profile

Heidi _____ Prokop _____
First Name Last Name

_____ _____
Email Address

_____ _____
Employer Job Title

_____ _____
Home Address Suite or Apt

_____ _____
City State Postal Code

_____ _____
Primary Phone

Which Boards would you like to apply for?

Zoo, Arts & Parks Tier I (ZAP): Submitted

Referred by:

Victoria Panella Bourns

Qualifications

Please tell us about yourself.

As a lifelong resident of Salt Lake County, I believe my quality of life and that of my family's has been enhanced by the Zoo, Arts and Parks program. In fact, I have visited or attended performances or events at all of the ZAP Tier 1 organizations (with the exception of the Utah Arts Alliance.) While taking a University of Utah service learning course, part of my volunteer requirements included hand-tilling soil at the Wasatch Community Garden. In my role as Senior Vice President of Marketing and Communications at Zions Bank, I have worked with the Utah Museum of Natural History to coordinate a statewide traveling exhibit to bank branches for more than two decades. My children have benefitted from the quality arts and media education programs at SpyHop and Tanner Dance. I am a fierce champion of the arts and have enjoyed volunteering my service on nonprofit arts boards for more than a decade.

Why are you interested in serving on a board or commission?

I would enjoy volunteering to support the county where I live. I'm encouraged by my employer, Zions Bank, to be involved and to help provide creative solutions to meet community needs. I have enjoyed my time with the Utah Division of Arts and Museums, but my term will end in June 2025, so I would be interested in another opportunity to help support the local arts and cultural landscape. It would be an honor representing the Utah Division of Arts and Museums on the Salt Lake County ZAP Tier I Advisory Board.

Heidi Prokop

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

Having served on boards of local arts nonprofits, including a ZAP Tier 1 beneficiary (Utah Film Center), I'm keenly aware how critical ZAP funding is to the sustainability of organization. In my role on the board of the Utah Division of Arts and Museums, I have had the opportunity to review grant applications from arts organizations across the state, including reviewing their financial statements. It was a wonderful opportunity to gain a deeper understanding of the missions of so many arts organizations. I understand how arts organizations run on lean budgets and serve their audiences and stakeholders. I presented at the Utah Cultural Alliance's Culture Connect on the topic of marketing with shoestring budgets. I've been involved in strategic planning activities within arts organizations and the Utah Division of Arts and Museums. I'm comfortable reviewing financial statements and studied accounting at the banking school I attended. I helped nominate Zions Bank to be the two-time recipient of the Americans for the Arts Best Companies Supporting the Arts in America (BCA 10) award.

What unique perspectives could you bring to the board?

I can bring my perspective as a woman, a mother, and as an open-minded individual who champions diversity, inclusion and access to arts and cultural opportunities for all. I'm also very proud that the head of my company, Zions Bancorporation Chairman and CEO Harris Simmons, convened other business and arts leaders in the late 1990s to develop a ballot initiative that would authorize the ZAP tax. His vision stemmed from his awareness of the financial challenges facing arts organizations while serving as chairman of the board of the Utah Symphony from 1995 to 1996. It's impressive to consider the millions of dollars that have supported the development of cultural, artistic, and recreational opportunities since ZAP was created.


Upload a Resume

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Are you a Salt Lake County employee?

Yes No

Are you a current member of another Salt Lake County board or commission?

Yes No

Race/Ethnicity *



District *

District 4

Gender Pronouns *



Age Range *

[Redacted]

Languages *

[Redacted]
 [Redacted]

[Redacted]

[Redacted]



Experience

ZIONS BANK

Senior Vice President, Marketing and Communications Group Manager April 2012-Present

- Manage team of eleven employees responsible for internal and external communications, social media, financial education, and the bank's Office of the President high-level customer service resolution team
- Oversee media relations, crisis communications, and public relations strategy for bank events, announcements, product launches, sponsorships and other communications supporting 121 retail branch locations in Utah, Idaho and Jackson, WY
- Member of Zions Bank's Marketing Strategy team that meets regularly with the advertising agency
- Write and manage team responsible for external and earned media content, including: financial articles and radio scripts
- Produce, direct and write internal employee videos and external vignettes on Zions' YouTube and Facebook channels
- Listed among Zions' "Top Women's Banking Team" in *American Banker's* "Most Powerful Women in Banking" issues Oct. 2013-Oct. 2016 and Oct. 2020

Vice President, Public Relations Manager 2005-2012

- Managed Idaho PR officer and four internal and external Utah PR officers, also managed Office of the President high-level complaint resolution team 2008-2012 and "Speaking on Business" radio script writer 2006-2009
- Recipient of "Excellence...It Starts With Me" Award, the bank's signature annual honor, 2006

Public Relations Officer 2001-2005

- Coordinated rural Utah and statewide Idaho media relations for Zions Bank, publicized bank announcements, products and events
- Planned special community events and related PR and collateral copywriting – including financial education outreach events, small business celebration street parties, client receptions, natural history events at branches, children's art shows, and field trips
- Winner, 2004 American Bankers Association Marketing Network "Best of the Best" for Zions Pays for A's program

UNIVERSITY OF UTAH Dec. 2000-June 2001

News and Communications Specialist

- Publicized activities related to College of Education, College of Social and Behavioral Sciences, Bennion Center, and student news
- Developed, designed and managed University News Web site: www.utah.edu/unews, and coordinated content for U of U Olympic Coordination Office Web site: www.utah.edu/2002
- *Continuum* magazine contributor

KUED (PBS Utah)

Public Information Coordinator and Webmaster June 1997-Dec. 2000

- Publicized KUED programs and events through press releases, ad copy, media relations and in *Seven* program guide
- Served as first-ever webmaster for www.kued.org, managed content, designed and created the station's full website and content-rich sites to accompany local productions and voteutah.org
- Managed web and copywriter assistant and interns 1998-2000
- Winner, 1998 PBS Communications Award for Local Advertising and Promotion of a Local Program
- Panel speaker, 1997 PBS Annual Convention session on web content for local productions

Creative Services Intern and Part-Time Employee 1994-1997

- Publicized KUED programs and events through press releases and special event support, profiled underwriters, worked on the station's initial web site

FREELANCE WRITER

June 1997-Present

- Wrote documentary script for KUED's "Preparing for Disaster: Starting Now," which won the 2013 Utah Broadcasters Association UBEE Award for Best Documentary; wrote scripts for KUED's "The Alta Experience," and "The Spirit of Fort Douglas;" wrote script for "The Jackson Hole Story" documentary which broadcast on KUED and nationally on PBS and received a Rocky Mountain Emmy Award
- Articles published in *Community*, *Catalyst*, *Utah Sports Guide*, and *Denver Post*

Education

University of Utah 1997-2000
 M.A., British and American Literature
 Presented academic paper at International James Joyce Symposium, London, June 2000

University of Utah 1993-1997
 Honors B.A., English; history minor

Graduated magna cum laude, authored honors thesis, Pi Beta Kappa, Mortar Board, Dean's List, President's Awards, *Daily Utah Chronicle* features writer and columnist, Pi Beta Phi

Furman University 2006-2010
 Professional Degree, Graduate School of Retail Bank Management
 Three-year leadership and bank financial management program of the Consumer Bankers Association/BAI

Community Activities

- Utah Division of Arts and Museums Arts Advisory Board 2016-present; board chair 2022-2024, executive committee 2020-present
- Utah Film Center Board of Directors 2010-present
- Sundance Institute Utah Advisory Board 2015-2019; government relations committee
- 90.9 FM KRCL Radio Board of Directors 2012-2018; secretary, co-treasurer and executive committee
- Salt Lake Chamber of Commerce Leadership Utah class of 2011
- Utah's Finest Honoree, 2011, Cystic Fibrosis Foundation
- Planned Parenthood Action Council Board of Directors 2006-2010; vice chair 2009-2010, executive committee 2008-2010
- YWCA Young Leaders Award, 2008
- University of Utah Young Alumni Board of Directors 2004-2007; scholarship and awards committee co-chair 2006-2007
- Member, Utah Bankers Association Consumer Education Committee 2002-2006; chair 2005-2006
- Member, BizWorld Foundation Utah Advisory Council
- Past Utah Democratic Party precinct vice chair, past county and state delegate and Central Committee member
- Salt Lake County Aging Services Meals on Wheels volunteer 1998-2005