

## SKILLS

- Project management
- Integrated marketing and branding
- Print and web graphic design, direction and production
- Scenic design/styling (theatrical, video, still photography)
- Editorial management, copy writing and editing
- Social media, web analytics and SEO
- Television and video production
- Photography
- Event planning and environmental design
- Staff training and management

## TECHNICAL SKILLS

Proficient in:

- QuarkXpress
- Illustrator
- Dreamweaver
- Microsoft Word
- Premiere Pro
- WordPress
- InDesign
- PhotoShop
- SharePoint
- PowerPoint
- Final Cut Pro
- SketchUp

## WORK EXPERIENCE

**OWNER/CREATIVE DIRECTOR** Yikes!Art, Des Moines, IA, April 2009–present

Providing freelance marketing consultation, design and editorial to clients including Meredith Corp., Des Moines Parks and Recreation, Drake University.

**WEB PRODUCER** Planned Parenthood of the Heartland, Des Moines, IA, October 2010–June 2012

Filling the newly-created web producer position, I oversaw all online content and brand continuity and served as the organization's video producer and digital signage manager. Duties included:

- Developing and launching PP Heartland's first intranet site, built on SharePoint, which now serves as the organization's main information hub, document library and home to all clinic medical procedural documentation;
- Maintaining the organization's public website, and developing and maintaining several special-use micro-websites;
- Producing (writing, shooting, editing) broadcast commercials and radio spots, internal training videos, and informational pieces for our digital signage network as well as partnering with outside vendors, such as MTV, to secure additional programming;
- Devising a strategy for offering our digital signage system and services to other affiliates in order to provide them cost-effective branding and educational service while generating additional income for our affiliate.

**COMMUNICATIONS DIRECTOR** StageWest Theatre Co., Des Moines, IA, June 2007–June 2012

As the first Communication Director for the organization, I implemented a strategic marketing plan that drove audience interest, ticket sales, and artist participation by:

- Developing and managing the StageWest's first brand identity system and standards;
- Producing all marketing materials including season brochures, website, posters, photography, video, ads, newsletters and playbills;
- Launching the organization's first social media efforts, including the development of email blasts, segmentation, online advertising and a highly successful Facebook presence;
- Leading the efforts to update an obsolete database in order to expand outreach efforts various audience and artists segments;
- Building partnerships to develop events, such as Red Carpet Opening Nights and the Sunday Talk-Back series, which added audience value while minimizing cost;
- Providing critically-recognized scenic, sound and video designs for numerous StageWest productions.

**CREATIVE DIRECTOR/ASSOCIATE DIRECTOR OF MARKETING & COMMUNICATIONS** Drake University, Des Moines, IA, November 1999–April 2009

Led the University's internal marketing agency as the Creative Director who oversaw client relations and the planning and implementation of Drake's nearly 800 external materials printed each year, including:

- Serving as the department's client contact by providing strategic marketing advice and producing audience-appropriate materials to support the University mission and brand, drive client goals and meet budget requirements;
- Streamlining work flow to ensure quality product and outstanding customer service through the creation of departmental best-practices incorporating a project management system, the University's first editorial style guide and utilization of new client-branded design templates;
- Leading the development, launch and management of the award-winning alumni magazine *Drake Blue*; as well as several successful fundraising, alumni communication and recruitment campaigns;
- Researching and designing the University's first web site and social networking efforts for undergraduate recruitment;
- Planning and designing comprehensive campaigns for student recruitment, annual giving and donor recognition.

**VIDEO & BROADCAST PRODUCER** Saks Incorporated, Des Moines, IA, October 1996–November 1999

Managed all aspects of company-wide corporate broadcast viewed by 365,000 associates in 360 cities, including:

- Overseeing program content by coordinating performances of show participants including celebrity fashion designers, senior company executives and models, and writing scripts and promotional materials;
- Directing talent, crew and staff at live productions, on location tapings and during editing sessions;
- Maintaining creative program visuals by designing sets, props, and still and animated graphics; scouting external taping locations; and hiring models and on-camera talent;
- Implementing a successful magazine-style show format to provide motivational, educational programming to a wide variety of viewers;
- Creating and managing department internship program;
- Exceeding production and travel budget goals by creating departmental best practices for cutting costs while maintaining high production standards.

## AWARD & ACTIVITY HIGHLIGHTS

### SERVICE HONORS

- Corporate Cornerstone Award: employee service honor recognizing style, quality, service and integrity: Saks Incorporated, 1997

### COMMUNITY ACTIVITIES

- Set, sound, video and graphic designer, StageWest Theatre Company, September 2006-2012
- Set designer, Des Moines Community Playhouse, 2006, 2008, 2009, 2010
- Art Exhibitions: one man show: Absolute Art Gallery, Des Moines, 2005; as well as participation in several other exhibitions
- Vice President and Publicity Chair: The Drama Workshop, July 2000-August 2002
- Producer/Creator: Urban Anthropology – an alternative art and entertainment event named one of the “Top 10 Events of 2000” by *The Des Moines Register*

### DESIGN & EDITORIAL AWARD

- Silver Excellence in Graphic Design-Special Publications/Projects: Heritage Gallery Design, Council for Advancement and Support of Education (CASE) District VI, 2007
- Bronze Excellence in Communications-Periodicals, Law Recruitment Postcard Series, CASE District VI, 2007
- Bronze Excellence in Graphic Design-Periodical Cover: *Drake Blue* magazine “Drake 125” CASE District VI, 2006
- Bronze Quill Award of Merit in Promotional Writing, *Drake Viewbook*, International Association Of Business Communicators, Iowa Chapter, 2005
- 2nd Place Editorial Writer of the Year, Associate Collegiate Press Best of the Midwest, 1995

### VIDEO AWARDS

- Bronze Excellence in Advertising-Television Ad: “Think Blue” commercial, CASE District VI, 2008
- Award of Achievement in Video/Multimedia, Kennedy Center American College Theater Festival (KCACTF), 2005
- Award of Achievement for Corporate Video, Iowa Film Awards, 1999
- Corporate Video Finalist, Iowa Film Awards, 1996

### TEAM HONORS

- 2009 CASE District VI awards: two Gold, four Silver, one Bronze
- 2008 CASE District VI awards: one Silver, two Bronze
- Sweepstakes Award for Excellence in Educational Advancement Runner-up, CASE District VI, 2007
- 2007 CASE District VI awards: one Silver
- Sweepstakes Award for Excellence in Educational Advancement, recognizes innovation in communications in such areas as publications, special events, public relations, alumni relations and fundraising, CASE District VI, 2006
- 2006 CASE District VI awards: one Grand Gold, one Silver, two Bronze
- Three Bronze Quill Awards of Merit, *Drake Blue* magazine, International Association Of Business Communicators, Iowa Chapter, 2005
- 2005 CASE District VI awards: one Grand Gold, three Silver, one Bronze
- 2004 CASE District VI awards: two Silver, three Bronze
- 2003 CASE District VI awards: one Grand Gold

### EDUCATION

Grand View University, Des Moines, IA

BA: Journalism; Radio/TV; Mass Communication; GPA 3.78

### REFERENCES

BARB DIETRICH BOOSE

Publications Director

Marketing and Communications

Des Moines University

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MICHELLE RUBIN

Editor, *BHG Scrapbooks etc.*

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PAM PEPPER

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