

PROFESSIONAL SUMMARY

Respected leader and award-winning creative director/designer/editor with more than 20 years of experience inspiring clients and staff with powerfully crafted words, images and ideas.

AREAS OF EXPERTISE

- ◆ Project management
- ◆ Integrated marketing and branding
- ◆ Social media and web analytics
- ◆ Print and web design, direction and production
- ◆ Editorial management, copy writing and editing
- ◆ Television and video production
- ◆ Set design/styling (theatrical, video, still photos)
- ◆ Event planning
- ◆ Staff training and management

TECHNICAL SKILLS Proficient in:

- ◆ InDesign
- ◆ PhotoShop
- ◆ PowerPoint
- ◆ SharePoint
- ◆ Premiere Pro
- ◆ Workfront
- ◆ Illustrator
- ◆ QuarkXpress
- ◆ Dreamweaver
- ◆ Wordpress
- ◆ SketchUp
- ◆ ProofHQ

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., Allied Travel, Des Moines Parks and Recreation, Drake University.

SENIOR ART DIRECTOR Meredith Xcelerated Marketing (MXM), Des Moines, IA, October 2012 – January 2018

As a senior leader of MXM's Des Moines creative team, I was responsible for directing and executing all strategic visual phases for numerous clients including the American Civil Liberties Union, WebMD, State Farm Insurance, the Principal Financial Group, Bank of America, Salesforce and Volkswagen, and magazines including *WebMD*, *Medscape* and *STAND*. Duties included:

- ◆ Collaborating with account executives, content strategists and developers to ensure world-class deliverables;
- ◆ Producing creative briefs – such as the MXM's first guide to infographic best practices – to inspire and guide agency partners;
- ◆ Hiring and directing staff designers and freelance photographers, videographers and illustrators to create inspiring original print, digital and video projects;
- ◆ Planning and directing location and studio photoshoots including product, auto and celebrity feature shoots;
- ◆ Creating strategies and designs for email campaigns, social posts and websites ensuring digital best practices and client ROI;
- ◆ Developing strong business relationships with clients by pitching creative solutions with confidence and clarity;
- ◆ Managing editorial calendars and budgets in coordination with content directors to ensure customer satisfaction and drive client goals;
- ◆ Launching and art directing the award-winning ACLU *STAND* magazine, a recipient of more national design and editorial awards than any MXM magazine.

WEB PRODUCER Planned Parenthood of the Heartland, Des Moines, IA, October 2010 – July 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 and alerts. This site saved thousands in printing and distribution costs while granting staff in all clinics and offices quick access and easy instant updating.
- ◆ 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.

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 and recruitment campaigns;
- ◆ Researching and designing the University's first website and social networking efforts for undergraduate recruitment;
- ◆ Planning, writing and designing comprehensive campaigns for student recruitment, annual giving and donor recognition.

WORK EXPERIENCE Continued

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

Managed all aspects of company-wide corporate broadcasts 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, still and animated graphics; scouting external taping locations; and hiring models and on-camera talent;
- ♦ Creating and managing department internship program.

HONORS AND ACTIVITIES Select list

SERVICE HONORS

- ♦ WOWZA Award: staff honor recognizing communication, accuracy, communication and efficiency, Planned Parenthood of the Heartland, 2011
- ♦ Corporate Cornerstone Award: employee service honor recognizing style, quality, service and integrity; Saks Incorporated, 1997

AWARDS

- ♦ Eddie Award, Best Consumer Magazine (health/fitness), *WebMD Magazine*, Folio Magazine, 2017
- ♦ Gold Pearl Award, Best Use of Illustration, *ACLU STAND Magazine*, Custom Content Council, 2017
- ♦ Pearl Award Finalist, Best Print Magazine (editorial), *ACLU STAND Magazine*, Custom Content Council, 2017
- ♦ E.T. Meredith Excellence Award winner, *ACLU STAND Magazine*, 2016
- ♦ Gold Pearl Award, Best Use of Illustration, *ACLU STAND Magazine*, Custom Content Council, 2016
- ♦ Bronze Pearl Award, Best Print Magazine, *ACLU STAND Magazine*, Custom Content Council, 2016
- ♦ APEX Finalist, *ACLU STAND Magazine*, Best Design & Layout Communications Concepts, Inc., 2016
- ♦ Gold Pearl Award, Best Cover, *ACLU STAND Magazine*, Custom Content Council, 2015
- ♦ APEX Award, Best Print Magazine, *ACLU STAND Magazine*, Communications Concepts, Inc., 2015
- ♦ Gold Pearl Award, Best Cover, *ACLU STAND Magazine*, Custom Content Council, 2014
- ♦ Gold Pearl Award, Best use of Illustration, *ACLU STAND Magazine*, Custom Content Council, 2014
- ♦ Bronze Pearl Award, Best Overall Editorial B2C, *ACLU STAND Magazine*, Custom Content Council, 2014
- ♦ Pearl Award Honorable Mention, Best Feature Article, *ACLU STAND Magazine*, Custom Content Council, 2014
- ♦ E.T. Meredith Excellence Award Finalist, *ACLU STAND Magazine*, 2014
- ♦ Mixie Award, *ACLU STAND Magazine*, Meredith Xcelerated Marketing, 2013
- ♦ Silver Pearl Award, Best Nonprofit Publication *ACLU STAND Magazine*, Custom Content Council, 2013
- ♦ Silver Pearl Award, Best New Publication, *ACLU STAND Magazine*, Custom Content Council, 2013
- ♦ Gold Pearl Award, *ACLU STAND Magazine*, Custom Content Council, 2013
- ♦ Silver Pearl Award, Best use of Illustration, Single Feature, State Farm, *Good Neighbor Magazine*, Custom Content Council 2013
- ♦ Bronze Excellence in Advertising—Television Ad: “Think Blue” spot, Council for Advancement and Support of Education (CASE) District VI, 2008
- ♦ Silver Excellence in Graphic Design—Special Publications/Projects: Heritage Gallery Design, 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
- ♦ Award of Achievement in Video/Multimedia, Kennedy Center American College Theater Festival (KCACTF), 2005
- ♦ Bronze Quill Award of Merit in Promotional Writing, Drake Viewbook, International Association of Business Communicators, Iowa Chapter, 2005
- ♦ Award of Achievement for Corporate Video, Iowa Film Awards, 1999
- ♦ Corporate Video Finalist, Iowa Film Awards, 1996
- ♦ 2nd Place Editorial Writer of the Year, Associate Collegiate Press Best of the Midwest, 1995

COMMUNITY ACTIVITIES

- ♦ Board of Directors, American Civil Liberties Union, Iowa, 2017–present
- ♦ Scenic, sound and video designer, StageWest Theater Company, 2006–2012
- ♦ Scenic designer: Des Moines Community Playhouse, Drake University, Central College, Grayson Community College, The Unexpected Company, The Drama Workshop, Repertory Theatre of Iowa
- ♦ 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*

REFERENCES Available at YikesArt.com