

## CAREER SUMMARY

A dynamic, creative, innovative, professional with over 24 years of experience in Marketing, Sales, Advertising and Visual Communication. Skilled in project/campaign management, customer relations, training, team leadership, ideation, branding, graphic design and layout. Consistently exceed customer expectations by anticipating, evaluating and responding to their needs. Ability to manage, motivate, empower, and improve projects on schedule, within budget, and with high quality. Readily shares information and expertise with all members of the team. Skilled in the following software programs: *Adobe CS Photoshop, Adobe CS Illustrator, Adobe CS In Design, Microsoft Office, Word Press, Exact Target and Constant Contact.*

## PROFESSIONAL EXPERIENCE

### AMERICAN ADVERTISING FEDERATION OMAHA (AAF Omaha)

**Member** (Formerly Omaha Federation of Advertising 1906-2009) 2004-Present

**Chairwoman of the Board** 2009 – Present

**President** 2009 – 2010

### VATTEROTT COLLEGE GRAPHIC ART AND DESIGN ADVISORY BOARD

**Member** 2004 – Present

### PRSA PAPER ANVIL AWARD

Marketing Communications Campaign “Award of Excellence”  
(The Maids International cross platform Spring Campaign) 2008

**JES DESIGN, Omaha NE** 2008-Present

A free-lance graphic design, web content management and original art studio.

#### **Creative Director and Owner**

Create print and web layout design and content for advertising and marketing materials.

- Word Press website content management and graphic design
- Create direct mail campaigns, logos, fliers, brochures, layout, design and brand development
- Design jewelry, pottery, stained glass and other types of art

**DOMESTIC VIOLENCE COORDINATING COUNCIL (DVCC), Omaha NE** 2010

A non-profit that coordinates community response to domestic violence and home to the Family Justice Center of the Midlands (FJCM) that is complete help for victims of domestic violence at one location.

#### **Community Outreach Specialist**

- Continually promoted the DVCC’s programs and events to the community by writing and sending an Email newsletter, dropping off awareness posters, advertising programs and events through social networking sites like Facebook and submitting ads and press releases to community media outlets.
- Planned, promoted, managed the 2010 DVCC 2nd Annual Golf Tournament Fundraiser, sought sponsorship/golfers/donations and helped to increase donations just over 100%.
- Created ad campaign, new website, [www.completehelp.org](http://www.completehelp.org), three radio spots and materials for the FJCM with AAF Omaha’s public service committee volunteers.
- Grew and maintain the DVCC/FJCM’s branded image in print, web and social media.
- Designed a new Group Hope logo.
- Populated wrote and managed content for two websites.

## **THE MAIDS INTERNATIONAL, Omaha NE**

2004-2009

An international franchisor that markets premium residential housecleaning.

### ***Corporate Advertising Manager***

Created and managed advertising/marketing materials driving and growing the brand.

Managed national preferred advertising vendors including, FranchiseXpress, The COR Group, GlobeDirect, LortzDirect, ePrize and Exact Target.

- Trained, educated franchise partners and vendors on The Maids graphic standards to build, grow and maintain brand image.
- Provided marketing and advertising expertise increasing company value from \$70M to \$130M resulting in double-digit growth.
- Directed and developed branded layouts for national marketing initiatives utilized by 150 franchise partners for local marketing/advertising efforts.
- Worked with promotional partners such as American Airlines, Omaha Steaks, Beaches Vacations to cross promote both brands to a niche market.
- Developed national convention themed materials on an annual basis.
- Created and managed national branded marketing materials for print/web layouts, photo shoots, inserts, direct mail, email, banner ads, signage, marketing letters, newsletters, newspaper, magazine, yellow pages, etc.
- Produced television commercials and national magazine ads to grow The Maids brand.
- Fostered, managed and trained marketing coordinator by giving honest, timely and constructive feedback.
- Participated in planning the strategic direction for growing The Maids brand

## **VATTEROTT COLLEGE, Omaha NE**

2002-2004

A private learning institution offering a variety of Associate Diplomas.

### ***Graphic Art and Design Instructor***

Taught graphic design, layout, advertising on Adobe creative suite software.

- Taught Adobe software, portfolio review and ethics in advertising.
- Recognized with two student Addy® Awards for art direction.
- Worked with graphic art and design instructors to develop curriculum.
- Managed various classrooms and helped students hone skills.
- Constructively critiqued students' creative and technical work to improve and strengthen their designs and ability to communicate and improve presentation abilities.
- Lead and drove students with creative and independent thought and attitude to produce excellent advertising designs and layouts.
- Influenced students to develop and demonstrate creative processes by brain storming, out lining, creating thumbnails and sharing ideas.

## **EDUCATION**

### **ILLINOIS STATE UNIVERSITY, Normal, IL**

Bachelor of Science in Fine Arts, Visual Communication, Minor: Graphic Design.

Professional training includes 1000's of hours of continuing education in sales, marketing, advertising, management, leadership and software utilization.