

## WORK EXPERIENCE

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### **Graphic Designer & Digital Media Coordinator, September 2015 – Present** **Broadlawns Medical Center, Des Moines, IA**

- Responsible for all creative development, art direction, visual identity and graphic design, from concept to completion
- Responsible for designing all marketing materials and collateral pieces, including but not limited to: print and magazine advertisements, brochures, postcards, direct mail, fliers, newsletters, e-newsletters, digital ads, presentations, invitations, billboards, and signage.
- Ensure all marketing and collateral pieces adhere to brand standards, are visually impactful, professional and elevate the image of the organization and its scope of servicers
- Ensure organization's digital presence is competitive in the marketplace on a local and regional basis
- Manage content and design for website
- Create messaging and imagery for social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Collaborate with internal staff and external vendors to identify objectives, coordinate timelines, complete projects and meet deadlines for marketing and advertising initiatives
- Take photos/videos and maintain a photo/video archive, ensuring that staff and facilities are well represented
- Assist with internal and external hospital and clinic signage

### **Ad Design Performance & Development Coach, March 2015 – September 2015** **Gannett Imaging and Ad Design Center, Des Moines, IA**

- Provide leadership and assistance to a team of 27 artists to help them achieve goals, identify challenges and find opportunities for improvement
- Manage daily advertising workflow ensuring that deadlines are achieved while maintaining quality standards
- Assist management team in identifying opportunities for training and coaching
- Additional responsibilities include hiring, scheduling, payroll, annual performance evaluations, developing and enforcing standard operating procedures, staff development, and disciplinary actions

### **Ad Design Team Lead, May 2014 – March 2015** **Gannett Imaging and Ad Design Center, Des Moines, IA**

- Act as a resource and point of contact for a team of graphic artists to ensure quality standards, productivity, and creative expectations are met
- Provide reports on employee productivity and accuracy to senior management
- Assist in building and designing advertisements for national print and magazine publications
- Provide assistance in developing and updating the standard operating procedures, completing all required reports as assigned, and communicating with employees and management as needed
- Independently resolve issues relating to quality and/or integrity of advertisements

### **Graphic Artist, August 2010 – May 2014** **Gannett Imaging and Ad Design Center, Des Moines, IA**

- Use Adobe Creative Suite to design ads for over 90 newspapers and magazines, including USA Today
- Work under short deadlines to accurately and quickly conceptualize an idea into a design
- Consistently maintain a high level of accuracy and productivity
- Work on a select team to design high revenue ads requiring an exceptional level of quality, accuracy and timeliness
- Review peer ads for quality and accuracy
- Work as a "point person" to assist in answering coworker questions related to ad design

## EDUCATION

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**Bachelor of Fine Arts, Bachelor of Arts in Advertising**  
Iowa State University, Ames, Iowa • Fall 2005 – Summer 2010  
**Full Stack Web Development**  
CareerFoundry, Online • February 2021 – present

## SKILLS

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- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Pro, Premier)
- Macintosh & Windows operating systems
- Digital and print/magazine branding
- Photo and video editing
- Social Media Management
- Search Engine Optimization (SEO)
- HTML, CSS, and Javascript
- Critical Thinking and Problem Solving
- Microsoft Word, Excel, PowerPoint, Outlook