

Marketing professional with 20 years of advertising and design experience within multiple industries, including finance, healthcare and higher education.

Expertise

- Art Direction • Branding • Direct Response Marketing
- Illustration • Photography • Online and Social Media Marketing
- UI Design • Video Direction

Experience

Nelnet Inc. • Lincoln, Nebraska

2015 - Present Senior Art Director

As lead art director and designer, I oversee a team of designers and copywriters to produce agency-quality advertising for all of Nelnet's in-house clients.

Ervin & Smith Omaha, Nebraska

2014 - 2015 Senior Art Director

Work with a team of designers and art directors to develop integrated marketing campaigns for multiple banking, personal insurance and wellness brands including First National Bank of Omaha, Healthways Inc. and Allstate/Encompass Insurance.

AGENT Branding Lincoln, Nebraska

2013 - 2014 Creative Director

Supervised creative work for various regional brands including Doane College, Smeal Fire Apparatus, Lincoln Electric System (LES) and Madonna Rehabilitation Hospital. Oversaw a team of designers, production artists and copywriters to develop the best brand strategies, interactive solutions and advertising campaigns across a variety of industries.

Thought District Lincoln, Nebraska

2011 - 2013 Art Director

Developed marketing solutions for several regional organizations including Complete Music, HobbytownUSA, Scooters Coffee, Matt Talbot Kitchen & Outreach and Raikes School of Computer Science and Management (UNL).

CHI St. Elizabeth Lincoln, Nebraska

2006 - 2011 *Creative Coordinator, Photographer*

Managed system-wide brand with a team of internal marketing professionals. Key activities included design and production of collateral marketing products for the medical center and Catholic Health Initiative's Physician Network.

Nelnet Inc. • Lincoln, Nebraska

2005 - 2006 *Graphic Designer*

Designed and coordinated production of support marketing materials, including brochures, event and tradeshow material, newsletters, e-mail marketing templates and advertisements for a nationwide network of student-loan and educational planning service representatives.

Summa Cum Laude Communications • Lincoln, Nebraska

1998 - 2005 *Graphic Designer/Production Artist*

Designed marketing campaign templates for various college and universities around the United States. Directed photography and was responsible for all image color correction.

Education

Union College • Lincoln, Nebraska

Bachelor of Science in Commercial Art • 1998

Brands

- Allo Communications • CED Careers • Complete Music • Complete Nutrition
- Doane College • First National Bank of Omaha • Geist Manufacturing
- Hobbytown USA • Lincoln Electric System (LES) • Madonna Rehabilitation Hospital
- Matt Talbot Kitchen & Outreach • Nebraska Book Company
- Nebraska State Education Association (NSEA) • Partnership for a Healthy Lincoln
- Raikes School (University of Nebraska) • CHI Saint Elizabeth Hospital
- Scooters Coffee • Smeal Fire Apparatus • Union College