

LAURA PALMER

515.974.9246

<http://xo-lp.com>

laurajpalmer@gmail.com

EXPERIENCE

Owner, Illustrator

July 2005- Present

XO-LP

- Created illustrated cards, prints and images for custom holiday cards, valentines, thank you notes and announcements
- Illustrated custom cards for a range of clients including the Greater Des Moines Convention and Visitors Bureau, businesses, local realtors and individuals
- Illustrated over 200 "retirement dream" images for Principal Financial Group for the #seeyourretirement campaign
- Designed and produced a line of greeting cards, prints and coloring books for retail establishments with 12 wholesale accounts across the Midwest
- Wrote, edited and conceptualized blog posts for <http://xo-lp.com> garnering 2,500-4,000 page views per month
- Posted as a guest contributor to One Woman Shop, a site dedicated to female entrepreneurs
- Proficient in Adobe InDesign, Photoshop and Illustrator

Director of Strategic Partnerships

May 2012- August 2015

make\break, Des Moines, IA

- Co-founded Des Moines' first Community Supported Art program selling 49 shares and supporting 9 Iowa based artists
- Facilitated workshops for independent, creative business owners on a range of topics including sales, branding and strategic partnerships
- Promote make\break's handmade market, Market Day, to media outlets, new audiences and potential sponsors

Resource Development Director

July 2012- June 2014

Big Brothers Big Sisters of Central Iowa, Clive, IA

- Managed all external office relations including marketing, event planning, public relations, annual fundraising mail campaigns, personal and corporate solicitations
- Oversaw a team of three direct reports setting goals, providing feedback and offering training to help the team collaboratively meet set goals
- Increased corporate giving by 81% and individual gifts by 87% in first year as RD Director
- Grew overall income from \$934,000 in fiscal year 2012 to \$966,410 in fiscal year 2013, an increase of 3%, while still growing overall expenses and expanding staff

Major Gift Officer

June 2008- June 2012

Drake University, Des Moines, IA

- Cultivated relationships, implemented creative stewardship plans and worked to secure major gifts for Drake University of \$25,000 or more raising over \$700,000 from undiscovered prospects
- Promoted Drake University to the Greater Des Moines community and constituencies across the nation at large group events and in one-on-one visits, forging meaningful and long-standing relationships

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COMMUNITY INVOLVEMENT

Board Member, Des Moines Social Club

Board Member, Des Moines Arts Festival

Member, Lead Like A Lady

Member, Art Noir [Des Moines Art Center Member Group]

Member, Salon 4700 [Des Moines Art Center Member Group]

Committee Member, Des Moines Art Center Development Committee

Committee Member, 2015 Jazz, Jewels & Jeans Event benefiting Oakridge Neighborhood

Committee Member, 2014 Department of Cultural Affairs Celebrate Iowa Gala

Committee Member, 2014/15 Iowa Environmental Council's Pro H2O

Co-Chair, Des Moines Art Center Gala 2013

Art Noir Board President, Des Moines Art Center 2009-2011

HONORS

2012 Young Professionals Connection Young Professional of the Year Award Winner,
Greater Des Moines Partnership

2010 Young Professional of the Year Finalist, *Des Moines Register's Juice*

EDUCATION

B.A. in Art, Design Emphasis

August 2001- May 2005

B.A. in Communication Studies

The University of Iowa, Iowa City, IA