



education: University of Kansas, BFA Visual Communications | 8.01–12.04

**ADDITIONAL STUDIES:**

Minnesota College of Art and Design | Sustainable Design – Fall 07  
Design Italy | Study Abroad Program: Photography – Summer 04

professional: **Meredith Corporation : Des Moines** | 2.16 – present  
*Creative Director - Midwest Living magazine &  
Meredith Travel Marketing Custom Content Studio*

**ROLES AND RESPONSIBILITIES:** oversee the design and visual storytelling for *Midwest Living* magazine, Meredith Travel Marketing Custom Content Studio and all multi-media brand extension opportunities (incl: magazines, digital properties, live events and traditional touch points); manage and mentor a full design staff and workflow for 20+ issues and special projects each year; play an active role in new client acquisition across the country including three new multi-year contracts since joining the team in February; continually contribute or lead efforts for process efficiencies and new tool implementation to better position our offerings in the competitive travel marketing space

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**Meredith Corporation : Des Moines** | 10.10 – present  
*Deputy Art Director - Better Homes and Gardens magazine*

**ROLES AND RESPONSIBILITIES:** produce visual content (concept to page) for entertaining, celebrity, home, beauty, style and crafting categories for cross-platform use (print, tablet, web) meeting both our advertising and market expectations; conceptualize and execute photography in studio and on-location across the country; maintain a highly organized workflow to manage multiple projects in different stages; continually stay on budget and perform under tight deadlines; hire and direct a diverse creative team of designers, photographers, stylists, set designers and grooming teams; select locations and conduct model casting; execute set styling and reader projects; regularly represent BH&G for events and presentations including our signature Stylemaker event in NYC and Alt Summit in Utah (*promoted from Assoc. AD in 2012*) While in this role, *BH&G magazine was nominated as ASME magazine of the year in 2015.*

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**Meredith Corporation : Des Moines** | 10.09 – 10.10  
*Social Media Manager*

**ROLES AND RESPONSIBILITIES:** manage social media and community strategy and implementation for nine websites including two of Meredith's three largest sites, Parents.com and FitnessMagazine.com; initiate and manage enhancements and new traffic driving tools internally and with outside firms; research and analysis of competitor tools and online brandscape; manage on site community team and junior level team members



professional continued:

**Down to Details : Des Moines** | 2.09 – 5.12

*Event Designer/Partner*

**ROLES AND RESPONSIBILITIES:** coordinate, design and produce private and public social and non-profit events; lead client presentations; facilitate planning meetings; manage event budgets; participate in board meetings; adhere to a tight production schedule

**Movement : Des Moines** | 8.06 – 10.09

*Brand Director*

**ROLES AND RESPONSIBILITIES:** successfully managed the creative and client relations for ten of the fourteen brand relationships at Movement; created and handled client creative presentations; regularly created and represented our firm in new client pitches and new business acquisition meetings

**Pattee Design : West Des Moines** | 5.04 – 7.06

*Graphic Designer*

professional awards/  
achievements:

- |      |  |
|------|--|
| 2015 | Better Homes and Gardens; nomination for magazine of the year at the ASME Awards   |
| 2013 | Nominated and selected as 1 of 50 community leaders to participate in the Greater Des Moines Leadership Institute and selected as project committee co-chair |
| 2009 | Art Directors Association of Iowa : Collateral   |
| 2009 | Art Directors Association of Iowa : Web Design (4 different awards)  |
| 2009 | Art Directors Association of Iowa : Identity Mark (2 different awards)   |
| 2008 | Art Directors Association of Iowa : Business System  |
| 2007 | Art Directors Association of Iowa : Web Design   |
| 2007 | Art Directors Association of Iowa : Business System  |
| 2005 | Photography selected for Kansas City Professional Exhibition   |



## associations + leadership positions:

ChildServe *Board of Trustees 2013-Present (currently serving my second term)*  
ChildServe *Past Bubble Ball Event Co-Chair, Current Committee member*  
Greater Des Moines Leadership Institute *2014 Graduate, class board member,*  
*Courage League Sports design and construction project co-chair*  
Greater Des Moines Leadership Institute *Alumni Committee member*  
Mary'sMeals.org *Active volunteer - designed a collection of tshirts to bring awareness*  
*to the organization. 13k were sold resulting in over \$23k raised and 2,300 children*  
*around the world fed for a year*  
United Way Women's Leadership Connection *2012-Present*  
Art Route DSM *marketing committee volunteer*  
Young Variety *member*  
Des Moines Art Center Salon 4700 and Art Noir *member*  
ISF Corndog Kickoff *Event Committee*  
Des Moines Playhouse *Hollywood Halloween Event Committee*  
Living History Farms *Past Farmtasia Event Committee*  
Delta Gamma Fraternity *Advisory Team*  
Delta Gamma *House Corporation Past President*  
Delta Gamma *Des Moines Group Past Vice President Finance*  
AIGA *Past Programming Chair*  
AdPros, Art Directors Association of Iowa

### ChildServe Bubble Ball | 4.10 - Present

*Past Event Co-Chair, Past and Current Committee Leader*

**ROLES AND RESPONSIBILITIES:** worked with a team of passionate community members to create an fundraising/awareness event for ChildServe of Central Iowa. With a sell-out crowd (over 900 tickets sold), we have over 50 designers create pieces for our bubble wrap runway show and raise over \$250,000 for the organization each year.

### GDMLI Class Project - Courage League Sports | 9.13-6.14

*Design and Construction co-chair*

**ROLES AND RESPONSIBILITIES:** The Greater Des Moines Leadership Institute (GDMLI) Class of 2014 selected Courage League Sports (CLS) as our class project, "Play It Forward: Benefitting Courage League Sports." After collectively raising over \$140,000, the class worked alongside CLS to enhance the interior gymnasium and reception area, as well as provide a state-of-the-art exergaming system at their existing location. I co-chaired the design and construction committee to successfully lead the design and execute the project.

### Delta Gamma Alumnae | *Alpha Lambda, Drake University* | 4.05 - 4.13

*Current Foundation Advisor + Past President, House Corporation*  
*Past Vice President Finance (Des Moines Group)*

**ROLES AND RESPONSIBILITIES:** lead a team of ten house corporation board members that supervise the Delta Gamma housing facility on the Drake University campus; monitor and approve finances, work with Executive Offices to ensure efficient chapter operations, management and employment of facility staff, oversee renovations and other maintenance, accounting records

i also love to:

explore with my daughters,  
antique hunt, photograph,  
paint, run, travel and perfect  
my skills as a pumpkin farmer.