

# Nathan Wright

Illustrator at Nathan T. Wright Illustration

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## Summary

Nathan T. Wright is a freelance illustrator and artist based in Des Moines, Iowa, specializing in custom illustration projects, prints and books. His work is inspired by sci-fi, comics, emerging tech, animation, cartoon strips and the occasional glass of whiskey.

Before taking the plunge as a full-time artist, he worked in digital marketing with various stints at an advertising agency, his own consulting firm and a large retail company.

Nathan is a frequent presenter on creativity and innovation topics at conferences such as South by Southwest Interactive and in front of professional organizations and universities. He has taught Internet marketing as an adjunct instructor at Drake University and is active in the Des Moines technology and entrepreneur communities.

Nathan graduated from the Iowa State University College of Design in 1999 with a Bachelor's Degree in Fine Arts. He once attempted to sell his soul on eBay, earning him 15 minutes of worldwide fame and mockery. He aspires to one day be distinguished enough to wear a monocle.

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## Experience

### **Illustrator at Nathan T. Wright Illustration**

December 2016 - Present (2 months)

I'm a freelance illustrator and artist based in Des Moines, Iowa, specializing in custom illustration projects, prints and books. Let's create something together!

### **Digital Marketing and Innovation at Hy-Vee**

October 2013 - December 2016 (3 years 3 months)

Leads and develops digital strategy for Hy-Vee corporate marketing initiatives across social networks, paid digital media, email and mobile. Provides strategic counsel to Hy-Vee stores developing their own digital marketing plans.

### **Member, Greenlee Alumni and Friends board at Iowa State University**

December 2012 - December 2015 (3 years 1 month)

The society's mission is to support and strengthen the relationship between the Greenlee School of Journalism and Communication and its network of alumni and friends.

**Member, Interactive Digital Studies Advisory Board at University of Northern Iowa**

September 2012 - September 2014 (2 years 1 month)

A group of industry professionals who convene to discuss UNI's Interactive Digital Studies program, give feedback on curriculum, and suggest improvements.

**Founder at Lava Row, Inc.**

April 2007 - September 2013 (6 years 6 months)

Provide strategic counsel and digital media education / training services to medium- to large-size companies and organizations.

**Member, Young Professionals Board at Salisbury House & Gardens**

August 2012 - May 2013 (10 months)

A board consisting of Des Moines area young professionals dedicated to augmenting awareness and philanthropic efforts of the Salisbury House and Gardens.

**Co-founder at Uppward**

November 2009 - December 2012 (3 years 2 months)

Uppward is an iPhone application built for frequent flyers, allowing them to accrue points for flying and connect with other users on their flights.

**Adjunct Instructor at Drake University**

January 2010 - May 2010 (5 months)

Taught business college students a holistic overview, history and forward-thinking outlook of internet marketing.

**Interactive Lead at The Meyocks Group**

1999 - 2007 (8 years)

Managed strategy, design and implementation of digital marketing projects.

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**Education**

**Iowa State University**

Bachelor of Fine arts, Illustration, Painting, New Media, 1995 - 1999

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**Publications**

**The Adventures of Fatberg**

Createspace January 1, 2016

Authors: Nathan Wright

"The Adventures of Fatberg" is a children's picture book written and illustrated by Nathan T. Wright. A friendly creature named Fatberg leaves his home in the sewers and explores the streets of London, curious about humans and hoping to fit in.

**#BLESSED: 20 Life-Changing Modern Affirmations**

Createspace/Amazon May 1, 2016

Authors: Nathan Wright

#BLESSED: 20 Life-Changing Modern Affirmations is a humorous spin on the motivational and "self management" book genres, tackling topics like brunch Instagrams, airport power outlets, photobombs, tangled earbuds and slow-walkers.

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Skills & Expertise

**Social Media Marketing**

**Illustration**

**Digital Illustration**

**Social Media**

**Digital Marketing**

**Digital Media**

**Social Networking**

**Digital Strategy**

**Blogging**

**Public Speaking**

**Marketing**

**Marketing Communications**

**Leadership**

**Marketing Strategy**

**Online Marketing**

**Google Analytics**

**Entrepreneurship**

**Wordpress**

**Mobile Marketing**

**Advertising**

**Public Relations**

**Analytics**

**Management**

**Web Marketing**

**Strategic Communications**

**Facebook**

**Web 2.0**

**Email Marketing**

**New Media**

**Newsletters**

**Social Media Measurement**

**Social Marketing**

**Crisis Communications**

**Mobile Devices**

**Training**

**Copywriting**

**Interactive Marketing**