

Communications Manager ■ Marketing & Public Relations ■ Public Information

PROFILE

My professional experience is diverse, touching many fields. I am highly effective in team leadership, problem-solving and implementing efficiencies with the ability to build and maintain professional relationships and effectively communicate across departments and platforms.

PROFESSIONAL EXPERIENCE

Iowa Public Television - State of Iowa, Johnston, Iowa 2014–Present

Communications Manager

- Oversee short and long term projects in the areas of communications, public information, promotions, marketing and advertising, public relations, viewer services and community outreach
- Maintain branding and ensure informational accuracy across all platforms including on-air, online and print
- Manage marketing and advertising budget for maximum reach and impact while staying within or at budget
- Facilitate and coordinate interdepartmental communications and collaboration with all other departments including programming and production, administration, education, engineering and Friends of Iowa Public Television

Iowa Alcoholic Beverages Division - State of Iowa, Ankeny, Iowa 2007–2014

Director of Communications

- Planned and wrote all internal and external publications and communications including magazines, promotional materials, newsletters and pricing guides
- Created engagement strategies for maintaining agency's web presence including websites, social media and eLearning courses
- Acted as public spokesperson in conjunction with local, state and national media to convey information regarding division operations and mission to the public
- Wrote and developed agency's four-year strategic plan and business model including facilitating two-day off-site strategic planning event
- Developed and maintained branding and messaging for the agency

ADDITIONAL EXPERIENCE

Dusold Designs, Des Moines, Iowa 2006–2013

Freelance Graphic Designer, Writer, Photographer

- Develop visual solutions for clients including multinational firms and local businesses
- Advertising, logos, websites, marketing elements, event materials
- Account development and customer relations

TONYA WEBER

Communications Manager ■ Marketing & Public Relations ■ Public Information

Des Moines Register & Juice Magazine, Des Moines, Iowa 2005–2007

Advertising Graphic Artist

- Print and online advertising campaign planning and design
- Joint projects with marketing and editorial to launch new publication
- Special section planning and design

Iowa State Daily, Ames, Iowa 2002–2004

Creative Production Designer

- Print advertising design for in-house departments and external clients
- Special section planning and design

Business of Art Center, Manitou Springs, Colorado 2003

Interning Assistant Gallery Director

- Exhibition and community event planning and execution
- Promotional and marketing material design

TECHNICAL KNOWLEDGE

Extensive Experience

- Adobe Creative Suite
- Microsoft Office Suite
- Professional social media

Experience

- Flash
- Final Cut Pro
- Web and mobile design

EDUCATION

Iowa State University, Ames, Iowa 2000–2004

Bachelor of Arts in Journalism, emphasizing visual communications

Bachelor of Arts in Anthropology, emphasizing cultural anthropology

Seoul Women's University, Seoul, South Korea 2004

International and Korean Studies

MEMBERSHIPS & HONORS

National Alcoholic Beverages Control Association

Public Relations Committee, State of Iowa representative 2011-2014

State of Iowa Website Standardization Committee, Governor appointee 2011-2013

State of Iowa Website Design Standards Charter Workgroup, Chairperson 2011-2013

Certificate of Recognition for Outstanding Coaching Efforts,

State of Iowa Department of Cultural Affairs, Great Places Program 2010

National Alcoholic Beverages Control Association

Education & Outreach Taskforce, State of Iowa representative 2008-2009

Des Moines Register Graphic Designer of the Year nominee 2006