



# WHITNEY WARNE

CHIEF EMPOWERMENT OFFICER AT  
IVORY HOUSE PHOTOGRAPHY  
& CO-FOUNDER OF BRAND LAUNCH

## MISSION STATEMENT

I lead my business' with these core values: **community, honesty, enthusiasm, confidence,** and **legacy**. When making decisions, I first ask - how will this benefit our community? Then - how may I convey my message in the most authentic, honest way? And, lastly, how may I inspire confidence in my subjects, aspiring entrepreneurs and peers?

Ivory House and Brand Launch both stand for more than outstanding service and incredible messages. Through these platforms, I strive to inspire my clients and peers to achieve more, start new things, support others in their pursuits, and create change in our community.

## 2018 HIGHLIGHTS

- Delivered the **keynote address** at the annual Dress for Success luncheon.
- Brand Launch initiated a **large-scale social media campaign** on behalf of Safe at Home, bringing awareness to indicators and warning signs of domestic abuse and providing support for survivors.
- Brand Launch introduced the **Des Moines Hummingbirds**, a group of actively engaged micro influencers in Des Moines that uplift and promote small business' through individual social media channels.
- Ivory House implemented the **Unapologetically Extra** series; 15-minute photo sessions designed to encourage confidence and a sense of ownership over one's own destiny. Each one has sold out.
- Surpassed the one year mark of **Wednesdays with Whitney**, a weekly Facebook live series focused on highlighting local business and non-profits.

## PROFESSIONAL EXPERIENCE

**Owner of Ivory House Photography**  
(2016-forever)

Roles include:

- Chief Empowerment Officer
- Chief Financial Officer
- Customer Service Specialist
- Marketing Strategist
- Volunteer Coordinator
- Production Coordinator
- Photographer

**Co-Founder of Brand Launch**  
(2018-forever)

Roles include:

- Marketing strategy and campaigns
- Community Development
- Production Specialist
- Content Curator
- Public Speaker

## EDUCATION

**Master of Imaging Arts**

Rochester Institute of Technology  
(2009-2012)

**Bachelors in Journalism and  
Bachelor of Fine Arts in Photography**

University of Iowa  
(2005 to 2009)

## CONTACT DETAILS

515-205-0106

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212 Bell Ave. Des Moines, IA 50315

## **CHARITABLE GIVING**

**My business is founded on giving back to my community and encouraging others to do so. In the past year, I have donated over \$10,000 in services to local charities:**

- Keynote Speaker for 2018 Dress for Success Fundraising Luncheon. Donated over \$4,000 in in-kind services to Dress for Success. Supplied headshots and professional styling for 11 DFS clients.
- \$3000 in silent auction items donated to: On With Life, Junior League of Des Moines, Blank Children's Hospital, Young Professional Connection, Variety, AHeinz 57 Pet Rescue and Transport, Young Variety, Count the Kicks
- \$1000 donated from September 2017 Family Session profits to Food Bank of Iowa.
- \$250 donation to Planned Parenthood for Valentines Day Mini Sessions
- Donated \$3000 in services and time to The Solidarity Foundation to create a 6 minute documentary highlighting the good work this foundation is doing in Latin American countries. This film is being used to seek more funding for the organization.

**In addition to sharing my treasure, I shared my talent:**

- 2017/18 Smoke Out Hunger committee member
- 2017/18 Ivory House Eliminates Litter campaign - I initiated a Facebook campaign that gave away an hour shoot for people picking up 1 big bag of litter. This campaign landed me on the news and has lots of people referring to me as the litter girl!
- 2017 Empowerment Session Campaign - A Facebook campaign that encouraged people to nominate an impactful woman in their life to be recognized with an Empowerment Session
- Monthly Community Yoga at the studio - free to invitees to encourage connections in our community

## **COMMUNITY INVOLVEMENT**

- Wednesdays with Whitney: a weekly Facebook Live segment elevating other small businesses and charitable institutions around the DSM community
- Junior League of Des Moines: Member Spotlight Coordinator
- FemCity Des Moines: Active Business Member
- Iowa Rivers Revival: Service Squad Member
- Des Moines Chamber of Commerce: Member and LEAP Series Attendee
- Honored Recipient of the first ever LEAP Pipeline Award for 2018
- Young Professional Connection: Member, Workshop Presenter, Host of Litter Meet Ups,
- Art Noir: Member