



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

www.ivoryhousephotography.com

hello@ivoryhousephotography.com

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