

BRETT ADAMS

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EXECUTIVE SUMMARY

Marketing professional with robust experience developing and implementing creative and targeted strategic marketing initiatives for national, regional and local brands. Wide skill set including identifying vision and strategies to achieve objectives; budget development and supervision; managing tactical implementation; team leadership; cultivating new business; and fostering relationships with current clients and prospects. Passionate about how marketing can elevate a brand from good to great and well versed on industry trends and how to stay relevant in a competitive market.

CURRENT EXPERIENCE

Chief Marketing Officer / Partner, Trilix; Johnston, IA **2014–PRESENT**

Overseeing the strategic marketing direction of Trilix's roster of clients while helping agency teams identify opportunities and best practices for meeting clients' marketing objectives. Responsible for assisting in the growth and business direction at Trilix.

Co-owner, By Dawn, Inc.; Ankeny, IA

2002–PRESENT

Leading the marketing/advertising efforts and managing the company finances for Signature Massage by Dawn, a therapeutic massage center assisting clientele in living a healthier, more balanced lifestyle.

Board of Directors, Youth Homes Mid-America; Johnston, IA

2011–PRESENT

Providing business and marketing guidance while assisting in fundraising efforts for this nonprofit organization that helps provide troubled youth and their families a path to independence.

PREVIOUS WORK EXPERIENCE

Account Director, Trilix; Johnston, IA

2010–2013

Account Executive, Trilix; Johnston, IA

2006–2010

Account Manager / Media Director, Trilix; Johnston, IA

2004–2006

Director of Internal Operations, Porter & Associates, West Des Moines, IA

2002–2004

EDUCATION

Simpson College, Indianola, IA

Major: Business Management (Marketing/Advertising)

Minor: Corporate Communications

ACCOMPLISHMENTS/RECOGNITIONS

Marketing and advertising work has been recognized by a number of national and regional industry associations including:

W³ Awards — International Academy of the Visual Arts

ADDY Awards — American Advertising Federation

NOVA Awards — American Advertising Association, Iowa Chapter

NAMA Awards — National Agri-Marketing Association

Webby Awards — International Academy of Digital Arts and Sciences

CIRT Awards — Central Iowans in Radio & Television

Art Directors Awards — Art Directors Association of Iowa

PRSA Awards — Public Relations Society of America, Iowa Chapter