

Literaseeds, Sioux Falls

Founder and Owner | 2015–2020

Created and led strategic planning, product development, and inventory selection for an online startup encouraging families to read together. Responsibilities included:

- recruiting and leading a volunteer team of marketing professionals to create and represent a startup brand with a full product line
- developing customer and affiliate marketing relationships to execute a grassroots and influencer marketing campaign
- planning and producing engaging content – written, photographic, and video – for web and social media to inform, inspire, and motivate audiences to action
- managing inventory and distribution channels, financial reports, and accounting systems

Ellenize, Sioux Falls and Sioux City

Independent Communications Consultant | 2008–2015

Partnered with business and non-profit clients to plan communications and produce design assets. Projects and responsibilities included:

- creating logo and branding packages for individuals and businesses
- developing content strategy, copywriting, and website design for companies such as an architectural firm and dental practice
- designing print and e-book covers, podcast covers, magazine and newsletter layout
- editing full-length book manuscripts

Sunnybrook Community Church, Sioux City, Iowa

Communications Director | 2005–2008

Office Manager | 2002–2005

Developed and advanced communications strategy and systems for a forward-thinking church experiencing 500% growth over five years. Responsibilities included:

- strategizing and implementing communication of an organizational name change, rebrand, and \$2.7 million capital fundraising campaign
- defining and upholding brand standards across existing and new media
- collaborating with independent creatives – designers, web developers, writers, photographers, and videographers – to plan and produce communication pieces
- creating and implementing communications policies and methods

OTHER NOTABLE EXPERIENCE

International Intern, 2000-2002 | *Cru, East Asia*

Special Section Reporter and Designer, 2000 | *Hays Daily News, Hays, Kansas*

Marketing Writing Intern, 1999 | *Paulsen, Sioux Falls*

Editor in Chief, 1999-2000 | *The Volante, University of South Dakota, Vermillion*

News Editor and Manager Editor, 1997-1999 | *The Volante, University of South Dakota, Vermillion*

Reporter and Saturday Morning News Producer, 1995–1996 | *KSFY, Sioux Falls*

EDUCATION & HONORS

BS in English with minors in Mass Communication and Art, University of South Dakota
Allen H. Neuharth Scholar for Excellence in Journalism