

BRENDA KRUSE

(319) 988-9838 • Henderson, NV 89052

AD-RITR Creative Services — Owner/Copywriter, Creative Director & Social Media Content Creator

Providing ad copywriting & creative services to clients across the country, specializing in print/collateral, social media & digital/video. Skilled at translating technical topics into powerful marketing materials & brand-building initiatives. Knowledgeable in community-supporting social media efforts. Able to find emotional connections to tell client stories & relate to customers. Deliver award-winning, sales-driving results for Fortune 500 companies.

Independent Photo Imagers — Henderson, NV (global organization of photo retailers)

Marketing Manager/Archiving & Organizing Expert: Developed retail-focused marketing plan for selling photo archiving/organizing services. Provide social media marketing content for entire organization. Present material in person and via webinars. Consult for individual retailers as well.

Cedar Falls Utilities — Cedar Falls, Iowa (electric, water, gas, cable & internet services)

Marketing Communications Specialist: Responsible for creating marketing materials (radio/TV spots, print collateral, newspaper ads, emails, website content & banner ads). Launched new website redesign. Concepted, photographed & designed calendars for the community. Initiated local holiday light recycling drive. Designed & wrote monthly newsletter that was posted online & mailed to 20k customers. Concepted, designed & wrote annual report (won a Gold ADDY “Best of Show” award). Organized extensive annual customer appreciation event (Energy Fair) from signage & staffing to giveaways & presentations. Assisted with management of cable ad traffic & production.

Kuhn Krause, Inc. — Hutchinson, Kansas (short-line farm equipment manufacturer)

Wrote & produced videoscripts featuring tillage tools, marketing collateral promoting specific models/customer testimonials, & creative trade show exhibits.

Case IH — Racine, WI & John Deere — Moline, IL (full-line equipment manufacturers)

Wrote product literature (up to 42-page brochures), national & co-op print/radio ads, direct mail campaigns, videoscripts, & event/exhibit signage highlighting tractors, farm & construction equipment, financial services, training programs, customer/dealer events, etc.

Independent Consultant — My Family Tales & Heritage Makers (direct sales)

Personal Publishing Consultant offers photography, scanning, writing, design & publishing services through an online system at BuildYourHeritage.com. Assisted with marketing communications on a corporate, consultant & customer level. Oprah Winfrey left me a personal thank-you call that led to these storybooks being named one of her Top 10 All-Time Favorite Gifts in *O, The Oprah Magazine*.

Author — John Deere Collectibles (128-page hardcover, MBI Publishing)

Pitched idea to publishers. Researched historical facts. Photographed & directed shoots of memorabilia. Promoted book on tour. Built & maintained online collector community website. Wrote weekly online column/blog as *The Green Girl*, plus features & monthly column for *John Deere TRADITION* magazine.

Educator — Hawkeye College: Waterloo, IA & University of New Mexico: Gallup, NM —

Taught classes in the Technology Access Center about integrating digital photography, storytelling & online publishing. Taught in the UNM-G Electronic Publishing Technology department regarding Macs & design.

Education — B.A. Advertising/College Honors, Drake University, Des Moines, IA

Additional details & an online portfolio can be found at www.AD-RITR.com & www.linkedin.com/in/adritr.