

# BRENDA EBEL KRUSE

Brenda@AD-RITR.com • (319) 988-9838 • Northwest Iowa

## **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.

## **See Our Solutions** — *St. Louis, MO (video production/corporate event agency)*

Scripted “Online New Product Announcement” videos for John Deere’s quarterly releases launching products from combines & cotton harvesters to tractors of all sizes, even Gators & lawnmowers.

## **Paullina Chamber of Commerce & Wonderland Theater** — *Paullina, IA*

Volunteer social media/marketing services to provide content for Facebook presence & help organize & run major community events throughout the year.

## **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. Created social media marketing content for entire organization. Consulted for individual retailers as well.

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

Marketing Communications Specialist: Created marketing materials across media. Launched website redesign. Concepted, photographed & designed calendars for the community. Initiated local holiday light recycling drive. Designed & wrote monthly newsletter to 20k customers. Concepted, designed & wrote annual report (won a Gold ADDY “Best of Show” award). Organized extensive annual customer appreciation event.

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

Wrote scripts & produced videos, plus created marketing collateral of tillage tools & testimonials.

## **John Deere & Case IH** — *Moline, IL & Racine, WI (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 farm & construction equipment, financial services, training programs, customer/dealer events, etc.

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

Pitched idea & wrote historically accurate content. Photographed & directed shoots of memorabilia. Promoted book on tour. Built & maintained online collector community website. Wrote weekly blog as The Green Girl, plus features & column for monthly John Deere TRADITION magazine.

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

Additional details & an online portfolio can be found at [www.AD-RITR.com](http://www.AD-RITR.com) & [www.linkedin.com/in/adritr](http://www.linkedin.com/in/adritr)