

missy gansen

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hello. I make stuff. I make stuff happen with big ideas and creative problem-solving. I specialize in creating award-winning content and products that meet strategic brand marketing objectives.

skills **Creative Strategy Leader**

20+ years experienced senior design director with comprehensive expertise in magazine publishing, custom marketing solutions, and branding. Creative leader with the ability to develop innovative ideas and concepts that translate into high sales performance and industry-recognized high-quality content.

Management

Extensive experience managing design and producer teams of diverse personalities in deadline-driven environments, establishing employee mentoring, and leading team collaboration.

Software

Mac OS, Adobe Creative Suite (InDesign, Illustrator, PhotoShop), Adobe Acrobat Professional, Microsoft Office (Word, Excel, PowerPoint), CRM Software (Salesforce, Hubspot)

experience **Innovize Group**

Account and Design Executive // March 2017—Present

Independent contractor for a creative consultancy specializing in graphic design and marketing services.

- Establish new business accounts
- Manage client relations
- Create proposals
- Develop creative strategy
- Execute creative work
- Collaborate with business owners and other contractors

Life Time, Inc.

Art and Design Teacher, Kids Academy // February 2015—Present

Art and design educator for children ages 3-11.

- Teach three classes per week
- Develop class curriculum
- Classes focuses on teaching the students creativity, collaboration, confidence, critical thinking, cultural awareness and empathy (Future art directors in the making)

experience

(continued)

Meredith Xcelerated Marketing, Meredith Corporation

Senior Design Director // January 2011—December 2016

Leading art direction of editorial and marketing content creation for Lowe's Home Improvement stores *Creative Ideas* brand, which included custom magazines with United States regional, Hispanic, and Canadian versions, digital special interest publications, web content for Lowes.com, videos, social media posts for Facebook and Pinterest, and a custom app.

- Communicate with the client
- Collaborate with internal team of managers, account directors, editors, producers, and designers
- Conceptualize and execute 360° content creation
- Concept, plan, and oversee design and photography
- Manage art budgets
- Oversee design and layout to final production
- Hire and direct freelancers, photographers, illustrators, designers, and stylists
- Lead, mentor, and manage design staff

Special Interest Media, Meredith Corporation

Associate Art Director // April 2006—January 2011

Design and art direction of *Better Homes and Gardens* special interest subscription-based magazine *Do It Yourself* and the following newsstand magazines and bookazines: *100 Decorating Ideas Under \$100*, the 100 Ideas series of publications, *Holiday Crafts, Scrapbooks, Etc.* special interest titles, and *Simply Creative Wedding Flowers*. Collaborated with an outside client, Ellison, to produce a custom scrapbooking book.

Crafts Group/Creative Collection, Meredith Corporation

Design Intern to Associate Art Director // May 1994—April 2006

Design and art direction for quilting, crafting, holiday, and decorating newsstand and subscription-based magazines and custom publications. Some titles included *American Patchwork and Quilting, Quilt Sampler, Quilts and More*, and *Quilting Ideas*.

recognition

Lowe's Creative Ideas

Apex Awards 2016 Grand Award, Newsletters and Award of Excellence, Magazines, Journals and Tabloids

Content Marketing Institute 2015 Best Use of Content Curation and Best Overall Editorial

Pearl Awards 2015 Gold: Best Evolution Print to Digital, Silver: Best Digital Design, and Bronze: Best Special Issues/One-off Campaign

56th Annual Art Directors Association of Iowa Exhibition 2014 Best of Editorial Design, Photography, and Illustration

Content Marketing Awards 2013 Lowe's Creative Ideas, Winter 2012

Magnum Opus Awards 2012 Lowe's Creative Ideas, Holiday 2011

education

Bachelor of Fine Arts in Graphic Design with Honors

Minor in Speech Communication

Iowa State University

contact

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