

LOWELL MUNZ

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SUMMARY

Dynamic Marketing Professional: Creative Designer, Digital Marketer & Writer/Director

- Results-driven marketing expert with a passion for **bold design, engaging content & data-driven strategies**
- Skilled in producing engaging short-form **video stories, vision pieces & promotions** that inspire action
- Strong proficiency in **web & print design, email marketing, content strategy & social media** best practices
- Proven experience in **mentoring & managing creative teams** to deliver outstanding results
- **Versatile leader** with a **solutions mindset** & a track record of driving successful campaigns
- **Thrives in a collaborative environment** & motivated for **continuous growth** in the marketing design realm

PROFESSIONAL EXPERIENCE

COMMUNICATIONS DIRECTOR

Jacob's Well Church • Eau Claire, Wisconsin • Nov 2018 to Present

- Championed all **media, messaging & branding** for a thriving church of 2,000 weekly attendees & 30 staff
- Directed communications for **successful capital campaign** yielding over \$8.25 million in pledges
- Skillfully led a **high-performing team** of 2 designers, 2 videographers & 2 multi-cam operators
- Fostered fruitful collaboration as a **key leader among 6 ministry teams**
- **Orchestrated 1-4 video shoots weekly**, through concept, scriptwriting, graphics, pre-production & edit review
- Delivered hundreds of **impactful short-form videos** over a 4.5 year period
- Pioneered the **successful launch & production of a dynamic livestream**, attracting 500+ regular weekly viewers
- Elevated messaging presence through impressive **growth of 9 core communications channels**:
 - **Mobile App**: Surged to 3,900 subscribers over 36 months
 - **Website**: Achieved remarkable monthly UPV growth, from avg. 7,200 (peak 15,700) to avg. 12,500 (peak 22,600)
 - **Facebook**: Expanded community influence through increasing follower base from 2,900 to 4,500
 - **Instagram**: Grew followers in younger demographic from 350 to 1,000
 - **Weekly Email Campaigns**: Cultivated a substantial new subscriber base from 2,600 to 4,500
 - **Dwell App**: Successfully garnered 1,200 active users from scratch
 - **Youtube**: Achieved impressive channel growth to over 330 subscribers from less than 25
 - **Podcast**: Spearheaded increase in downloads per episode, rising from an average of 51 to an average of 463
 - **Digital Signage**: Transformed the system from 5 isolated displays to 45 networked BrightSigns with custom content

MARKETING MANAGER & CREATIVE DIRECTOR

Dynamic Fitness & Strength • Eau Claire, Wisconsin • May 2015 to Nov 2018

- **Showcased creativity & ingenuity as the lead designer** & copywriter for 6 foundational brochures, plus multiple ads, proposals & sell sheets
- **Recruited, mentored & directed a high-performing on-site marketing team** including videographer, 3D rendering specialist, marketing assistant & marketing intern
- **Directed & organized on-location video shoots** featuring testimonials from NFL strength coaches, accomplished athletes & championship high school football programs, resulting in 50+ impactful product videos
- **Designed & maintained 3 distinct corporate websites**, adapting to changing product lines & product specs
- **Collaborated on co-branded & private-label product launches** with global strength, fitness & training leaders including Spartan Races, Westside Barbell & Arsenal Strength
- **Produced hundreds of 3D renderings from proprietary Solidworks models**, for detailed weight room proposals
- **Successfully launched a 250-product Shopify store**, increasing online sales for accessories & apparel
- **Implemented a password-protected online proofing system** for 3D renderings, streamlining client approvals
- **Devised a visual social media content schedule**, executed strategically across Facebook, Twitter & Instagram
- **Took full ownership of 1,500-product price catalog**, providing quarterly updates across 3 price levels

CONTRACT MARKETING DESIGNER

Munzter Creative • Chicago, SoCal, Wisconsin • Jan 2009 to Feb 2018

Remote web, print & digital marketing design for over 50 clients nationally:

- **Salem Media Group • Los Angeles & Nashville**
 - **Collaborated directly with COO & Director of Marketing** to design custom websites for industry-leading digital magazines, including CCM, FamilyFiction, and Today's Christian Music

- **Oracle Marketing Cloud • Chicago**
 - **Designed, coded & tested HTML email campaigns for renowned brands** such as Under Armour, Allstate, Comcast, Harley Davidson, Schwan's, Kohl's & Pottery Barn
- **eXelate (Acquired by Nielsen) • New York**
 - **Worked directly with the CEO & Director of Marketing**, designing priority projects including the corporate website, infographics, ads, event signage, landing pages, sales materials, and presentations
- **Entercom Corp • Portland**
 - **Lead designer of custom websites for radio stations in major markets**, collaborating with the Director of Internet Operations

CREATIVE DIRECTOR

MediaSpan Online Services • Irvine, California • Aug 1998 to Aug 2008

- **Led the design & art direction of websites** for over 1,200 top radio stations nationwide
- **Recruited & managed a dynamic creative team** of 6-8 web designers, both on-site and remote
- **Played a key role in securing business & fostering strong relationships** with national and international radio groups, including ABC Radio, CBS, Entercom, RadioOne, Salem & American Forces Network
- **Directed master/clone projects**, successfully building hundreds of websites for 5 enterprise clients
- **Significantly improved department efficiency** by designing an internal website branding/coding tool, reducing site launch times by 60%
- **Streamlined workflow processes** by rewriting coding requirements and developing new estimation tools
- **Served as the lead graphic designer & copywriter** for impactful display ads, sales decks & trade show materials

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN, BUSINESS ADMINISTRATION

Eastern Illinois University • Charleston, Illinois

KEY STRENGTHS

- **Creative Design & Art Direction**
- **Team Management & Collaboration**
- **Data-Driven Marketing Strategy & Channel Growth**
- **Impactful Video Production & Direction**
- **Web & Print Design Proficiency**
- **Effective Project Management & Client Engagement**
- **Visual Content Strategy & Social Media Execution**
- **Innovative Solutions & Workflow Optimization**

SOFTWARE PROFICIENCY

- **Adobe Creative Cloud** (Photoshop, Illustrator, InDesign, Premiere, Dreamweaver, Acrobat, AdobeStock)
- **Google Suite, Office 365, MailChimp, WordPress, Canva, Shopify, Vimeo, YouTube, Google Analytics, Church Community Builder, Constant Contact, Asana, ProPresenter, Logic Pro, Subsplash, Buzzsprout, Printify, KeyShot, Chat GPT, Storyloop, Storyblocks, Soundstripe, RightNow Media, Planning Center, DwellApp, BrightAuthor**

WORK SAMPLES

View all samples at www.lowellmunz.com

PROFESSIONAL REFERENCES

Available upon request