

Lowell W. Munz

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I'm a designer at heart—that perspective drives my decisions, fuels my creativity, and shapes how I lead teams and manage projects. I love transforming simple ideas into meaningful campaigns that move people to respond. I work with agility across web, print, video, social, email, signage, and presentations, always aligning tools and systems with what the organization truly needs. I've built and elevated brands, strengthened creative workflows, and helped organizations grow in authentic, practical ways. I thrive bringing creativity, leadership, and strategy together to achieve marketing and communications goals.

PROFESSIONAL EXPERIENCE

Communications Director

Jacob's Well Church • Eau Claire, WI (Currently Remote) • Nov 2018 – Present

I lead all communications for Jacob's Well, a growing church that now reaches over 3,100 people each weekend through in-person and online engagement. I've led creative strategy, messaging, and media through multiple seasons of significant growth, including two capital campaigns. In August 2023, I transitioned to working fully remotely while continuing to lead communications and take on expanded creative responsibilities.

- **Directed communications for two major capital campaigns:** the initial **Legacy Campaign**, which raised \$8M over two years, and the current **Making Room** campaign, a \$1M campus expansion.
- **Leading and mentoring a creative team** of videographers and graphic designers, directing weekly video promotions, driving ministry and classes engagement and producing campaign materials.
- **Executing 80% of our in-house graphic design** and social media through staff reduction eras, maintaining high output, working remotely.
- **Leading key marketing initiatives** for a new wellness course (branding, designing course materials, web app, landing pages, email campaigns), as well as weekly announcements, core class promotions, livestream growth, and giving efforts.
- **Helping promote livestream growth** from 500 to 1,000+ unique weekly viewers, strengthening the church's digital reach.
- **Use ChatGPT strategically to streamline workflows**—writing announcement and promotional scripts, creative briefs, bios, and newsletter content, as well as coding custom UI solutions for the church website.
- **Redesigned multiple ministry pages** (Kids, Youth, Worship, Young Adults, Classes, and more) to better support expanding ministries and improve user experience.
- **Training Communications Assistant**, building future production capacity.
- **Collaborating daily with a 40+ person staff**, managing multiple communication channels, video projects, and campaigns each week.

Communications Manager (Concurrent Role)

Venture Academy • Eau Claire, WI • Fall 2023 – Spring 2024

Concurrently with Jacob's Well, I also served as Communications Manager for Venture Academy during its pre-launch year. Working closely with school leadership, the board, and a Twin Cities marketing agency, I helped lay the groundwork for the school's public launch in Fall 2024.

- Collaborated with leadership teams on **branding, messaging, and launch strategy**.

- **Expanded and improved pre-launch website**, ensuring clear communication with prospective families.
- **Designed high-end marketing materials**, wrote radio ads, coordinated billboard campaigns, and led promotional efforts within the church.
- **Planned and promoted** open houses and curriculum events, and sent bimonthly stakeholder email campaigns.
- **Drove strong enrollment, community awareness and stakeholder engagement**, culminating in a smooth handoff to a full-time marketing manager at launch.

Marketing Manager & Creative Director

Dynamic Fitness & Strength • Eau Claire, WI • May 2015 – Nov 2018

Marketing designer, copywriter, video director, creative lead, and project manager.

- **Led creative direction for print, web, and video projects** used by high schools, colleges and professional athletic programs.
- **Directed dozens of testimonial video shoots** with coaches and athletes nationwide.
- **Spearheaded the design of three corporate websites** and launched a Shopify store for apparel and accessories.
- **Inspired and mentored** a talented in-house marketing team.

Contract Designer & Marketing Consultant

Munzter Creative • Remote • Jan 2009 – Feb 2018

Attracted and retained 50+ clients nationwide, from startups to national media brands. Projects ranged from custom WordPress websites to print materials, to email marketing and campaign strategy.

Notable collaborations: Salem Media Group (Los Angeles & Nashville), Oracle Marketing Cloud (Chicago), eXelate (New York, acquired by Nielsen), Entercom Corp (Portland).

Creative Director

MediaSpan Online Services • Irvine, CA • Aug 1998 – Aug 2008

Led an 8-person design team designing custom websites for more than 1,200 radio stations. Helped national groups like ABC, CBS, and Salem develop their digital presence. Improved production processes, built internal tools, and directed major design rollouts.

EDUCATION

B.A. in Graphic Design & Business Administration

Eastern Illinois University, Charleston, IL

SKILLS

- **Creative & Strategy:** Design, storytelling, branding, campaign planning
- **Digital Tools:** Adobe Creative Cloud, ChatGPT, Microsoft 365, Google Suite, Asana, Mailchimp, WordPress, Shopify, Vimeo/YouTube, BrightSign, Resi, ProPresenter
- **Leadership:** Team building, mentoring, project management, cross-department collaboration