



BRITTANY RUZICKA

Omaha, NE
(402) 202-3489
brittany.ruzicka@gmail.com
linkedin.com/in/brittanyruzicka
brittanyruzicka.com

EDUCATION + CERTIFICATIONS

BACHELOR OF FINE ARTS
Emphasis in Graphic Design
University of Nebraska-Lincoln
2001 - 2005

HEALTH COACH
Certification
Institute for Integrative Nutrition
2011 - 2012

TECHNICAL PROFICIENCY

- » Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver) and Canva
- » WordPress, HTML, CSS and Bootstrap
- » Pardot, Mailchimp, Litmus
- » Project Management Tools (Asana, Quip, Basecamp)
- » MS Office (Word, Excel, PowerPoint)
- » Social Media
- » Audio and Video Editing (Final Cut, Audition)
- » Working knowledge of Salesforce

STRENGTHS

- » Exceptional project management skills.
- » Disciplined to work well independently and collaboratively as part of a cross-functional team.
- » Ability to build and nurture solid relationships with leadership, teammates, partners, and customers.
- » Top CliftonStrengths: Empathy, Futuristic, Maximizer, Discipline, Consistency
- » FourSight Thinking Profile: Integrator
- » Enneagram: Type 9 - Peaceful Mediator

PROFILE

Creative, passionate, and driven designer with over 15 years of experience pushing design from good to great. I am a natural born leader and lifelong learner driven by my dedication to producing an exceptional brand experience for my clients. As represented by my CliftonStrengths, FourSight profile, and Enneagram type, I approach the creative problem solving process with an even energy—able to adapt with ease and flexibility to any project big or small.

EXPERIENCE

FREELANCE **Jan 2006 - Present**
Brand Strategy + Design

EXECUTIVE CREATIVE DIRECTOR **Jan 2012 - Mar 2023**
Wellness Council of America (WELCOA) • (Remote) Omaha, NE

As the Creative Director at WELCOA, I spearheaded the creation of all brand elements, marketing, member resources, and products while leading a team of designers, social media coordinators, writers, and developers. I was integral to rebranding, creating, and maintaining strong brand awareness for WELCOA within workplace wellness over 11+ years.

- » Advised on company direction as part of the Executive Leadership team.
- » Oversaw and guided marketing department to ensure brand consistency across all platforms with strong attention to detail.
- » Set deliverable timelines, led internal production meetings, and was integral to the growth and development of those that I managed.
- » Maintained the company websites and creation of resources.
- » Designed, coded and launched email marketing campaigns to a list of 48,000+ opted-in subscribers.
- » Orchestrated, relaunched, ongoing coordination, and design of *Well Balanced™*, a monthly subscription-based newsletter.
- » Guided strategy and creative execution of the Premier Provider Network, a comprehensive advertising program available to providers within the wellness space to communicate their services to WELCOA members and subscribers.
- » Developed solid and consistent event branding for WELCOA's Annual Summits.

SR. INTERACTIVE DESIGNER **Oct 2007 - Nov 2011**
REBEL Interactive • Omaha, NE

- » Created print and web design for a variety of clients, focusing on branding, website design, and the overall user experience in a deadline driven environment.
- » Established trusting relationships with key clients while involved in creative process from discovery to project completion.
- » Key contributor to the event branding of the inaugural TEDxOmaha in 2011.
- » Obtained cost estimates and managed production schedules with print vendors.
- » Provided direction to design interns.

GRAPHIC DESIGNER **Sept 2006 - Aug 2007**
Benjamin, Inc. • Lincoln, NE

- » Designed, developed, and managed the company and client websites.
- » Directed, coordinated, and produced creative for *life style. Lincoln* magazine, a publication of Benjamin, Inc.
- » Guided campaign strategy and creative for agency accounts.
- » Assisted with on-site photography.