

Jeffrey J Maciejewski

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snapshot

I have 25 years of experience in **marketing, advertising, and branding**, deploying my extensive **creative, communication and organizational skills**, and my **attention to detail**. I'm a **creative problem-solver**, a **team builder** and a **multi-dimensional asset** to any team. I **love learning**, and am always **curious**.

Experience

WRITER+DESIGNER | Elemental WRITING+DESIGN | September 2023 - Present

I offer freelance marketing, writing and design services to a variety of clients including: Bellevue Cardiology; Cathedral Arts Project; Interfaith Community Shelter (Santa Fe, NM).

PROJECT MANAGER | Anderson Partners | March 2023 - September 2023

I scheduled, estimated, planned, and managed the production of, all agency B2B and B2C projects, including digital and print advertising, email and social, conference displays, and sample boxes. Clients included: Archer Daniels Midland (ADM); Blue Diamond Global Ingredients; Ciranda; Hormel Ingredient Solutions; Methodist Hospital; North Omaha Music & Arts.

PROFESSOR | Creighton University | July 1999 - May 2023

I've taught advertising principles, advertising copywriting and design, media strategy, and media law, receiving consistently high teaching evaluations. I've passionately advised and guided American Advertising Federation (AAF) National Student Advertising Competition teams for 9 years, being named Advisor of the Year twice.

ASSOCIATE PROFESSOR (with tenure) | 2006 - 2021

ASSISTANT PROFESSOR | 1999 - 2006

Education

DOCTOR of PHILOSOPHY | Marquette University | 2000 | Mass Communications

MASTER of ARTS | Marquette University | 1995 | Advertising

BACHELOR of SCIENCE | Cardinal Stritch University | 1991 | Business Administration

involvement

AAF NEBRASKA | 1999 - Present

I've served on the Board of Directors twice; our team was awarded first place in 9th District public service, and I've made significant contributions to first place finishes in District club achievement.

CO-CHAIR | Public Service Committee | 2023 - Present

CHAIR | Public Service Committee | 2011 - 2013

Meet The Pros Committee | 2004 - 2005

skill sets

Marketing management; marketing and branding strategy; project management; long- and short-form writing and editing; copywriting; graphic design and art direction, freehand drawing and illustration; print production management; intellectual property, copyright, and trademark law. Adobe Creative Suite and Lightroom; Microsoft Office and Teams; Workamajig.

portfolio

Elemental WRITING+DESIGN