



Jeffrey J Maciejewski

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snapshot

I'm a **marketing and communications specialist** with a passion for doing great work. I'm a **writer, designer, and creator of integrated, multi-channel campaigns**. I do **project management, digital, email, social, SEO, direct mail, print, OOH, and web content**. I speak **Adobe Creative Cloud** and **Workfront, Microsoft Office, Workamajig, MRI/Simmons, Nielsen, Mailchimp, and Semrush**. I believe that no job is too small, and I find gratification in doing whatever I can to help **my team**.

Experience

OWNER (Freelance) | Elemental | June 2023 - Present

I create **high-impact marketing communications** for nonprofits and small businesses. I helped one client see a **record increase in contributions** of more than 26 percent, and a **increase in social reach** of more than 65 percent, by deftly employing shelter-focused **messaging**, combined with **digital-forward tactics**. Partners include: Bellevue Cardiology, Cathedral Arts Project, Interfaith Community Shelter (Santa Fe, N.M.).

PROFESSOR of JOURNALISM/ADVERTISING (Retired) | Creighton University | July 1999 - May 2023

I taught advertising principles, advertising copywriting and design, media strategy, and media law, receiving consistently high teaching evaluations. A believer in experiential learning, I passionately directed **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 and branding strategy; project management; long- and short-form writing and editing; copywriting; graphic design and art direction; Adobe Creative Cloud, Microsoft Office and Teams.

portfolio

Elemental
Media Ethics Report