

# Jeffrey J Maciejewski

1624 North 51st Street | Omaha, NE | 68104-5010 | 402.561.6547 | jeff@elementalwd.co  

## 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, Sprout, 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 | 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

**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