

Jake Brus

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Career Experience

Marketing Coordinator, SOURCECORP Statement Solutions— *March 2010 – Present*

- Write and enact the yearly marketing plan including strategy for a diverse product line
- Write, design and distribute collateral pieces showcasing products and offerings for various sales uses
- Conceptualize, create and manage trade show strategy to brand products, create awareness and generate leads
- Manage branding to ensure clear and consistent communication and messaging across the organization
- Manage relationship with an outside marketing firm to help launch a new product offerings
- Write press releases, Web site text, internal reports and other projects as assigned

Event Manager, World Food Festival & Downtown Events Group— *September 2009 - October 2009*

- Assisted with high-level production, preparation and management of several large-scale annual events
- Wrote and distributed news releases for the Des Moines Arts Festival and World Food Festival
- Scheduled and managed a three-day series of cooking demonstrations during the World Food Festival
- Prepared collateral for board members, artists and volunteers of the Des Moines Arts Festival

Marketing & Communications Intern, The National Trust for Historic Preservation— *November 2008 - August 2009*

- Drafted press releases and Web site content for various initiatives within the organization
- Conceptualized, drafted and proof read various internal documents and reports
- Created traditional media lists and created and pitched media lists targeting social media
- Reorganized, reconstructed, and migrated content on the Trust's Web site (www.PreservationNation.org)
- Gathered daily news stories mentioning the Trust, placed them online and sent email alerts to staff and membership

Student Assistant, The University of Iowa, Department of Epidemiology— *August 2004 - May 2008*

- Gathered and filed research for a full staff of professors
- Worked with the graduate program coordinator to ensure a smooth application process for prospective students
- Reconciled the department procurement card and monthly financial statements
- Scheduled meetings, answered the telephone, ordered supplies and performed other duties as assigned

Magazine Intern, The Iowa Journalist— *August 2007 - December 2007*

- Researched and wrote stories for a publication intended for University of Iowa journalism alumni
- Designed layouts using the Adobe Suite and implemented said layouts into an overall spread
- Served as a member of the copy editing team to ensure the quality of overall look and content

Education

M.A. Public Communication *American University | Washington, D.C.* *August 2008 – August 2009*

Thesis Title: "From location to destination: Using an updated box brand model to define and create a successful place brand"

Cumulative GPA: 3.85

B.A. Journalism & Mass Communication *University of Iowa | Iowa City, IA* *August 2004 - May 2008*

Minor: Sociology

Cumulative GPA: 3.5

Coursework Highlights

Visual Strategies in Public Relations, American University — *January 2009- May 2009*

- Became proficient in necessary programs such as Adobe In-Design and Photoshop
- Learned basic principles of publication layout and design
- Obtained knowledge of design grids and how to use them to layout publications

Practicum, Washington Automotive Press Association, American University — *January 2009- May 2009*

- Brainstormed and consulted with practicum team and client on how to improve communication efforts
- Designed, created and presented a new strategic communication plan, including collateral and implementation steps in a formal presentation to the Washington Automotive Press Association

Honors and Clubs

Member, American Marketing Association

Member, Mentoring Program, American University

Member, Campus Activities Board, University of Iowa

Member, Young Professionals Connection

Best Visual Strategy, American University

Dean's List, University of Iowa