

# Kelli Weber

**CREATING** fluid, engaging marketing, that communicates through all channels, is where I thrive. Brand story telling and social selling are an art within themselves and I love creating the emotion behind brands through design.

I am merging my experiences together from 20+ years in the

creative industry, top leader in direct sales and yoga, meditation & mindfulness.

My siloed talents within many different experiences are coming together, offering a unique perspective to bring to any project or brand. Witnessing these talents and experiences dance together through design,

creativity, storytelling and mindfulness is my next chapter of my creative connection.

Over the years I have worked in the creative field through agencies, non-profits, start ups, Business to Consumer and Business to Business channels, and established multimillion dollar business.

## Experience

### **Trees Forever Present**

Consulting bi-weekly for social media strategy, development & implementation.

### **Creative Director for HH Ventures 2012 - 2016**

**Ready Wireless** | Created and managed brand materials, while being fluid & adaptable within a constantly changing business landscape.

Designed all internal and B to B collateral for presentations, one sheets and marketing to create a flexible business process through brand image. Collaborated cross-functionally within company to define brand and process.

**enTouch Wireless** | Created the enTouch Wireless Brand & BYOD Campaign used through retail, government & educational channels. Designed all marketing materials enTouch, BYOD & Airfair. Managed brand use over retail & government, channels. Concept for original website process, flow & design.

### **Direct Retail | Beautycounter 2014 - Present**

Created a personal brand and narrative within the clean beauty movement.

Built a team of hundreds to create \$1 million dollar+ business.

Created community through business coaching & social media to support team through goal setting, incentives, content creation & business development.

### **Nichols Equipment | Creative Director 2010 - 2012**

### **JW Morton | Freelance Art Director 2008 - 2010**

### **Henry Russell Bruce | Junior Art Director 2003 - 2006**

## Awards

### **2008 Nonprofit Innovation Award - Creative Director**

Corridor Business Journal Award for "Beyond"- Campaign for Linn-Mar's Future

### **2007 Silver Addy Award - Creative Director**

Linn Mar School Foundation "Beyond"-The Campaign for Linn-Mar's Future

## Skills

inDesign, Illustrator & Photoshop

### **Design:**

Art Direction  
Graphic Design  
Brand Strategy & Development  
Brand Standards Creation  
Collateral Design  
Logo Design  
Campaign Development  
Painting & Drawing

### **Social Media:**

Content Creation  
Brand Management  
Emotional Storytelling  
Content Calendars  
Partnerships (brand & influencer)  
Facebook & Instagram

### **Blogging**

### **Creative Workshops**

## Education

BFA in Graphic Design  
Iowa State University 2002

Rome Study Abroad Fall 2001

200 Hour Yoga Teacher Certified