

Brenda Ebel Kruse



Experience the ease of working with a senior-level creative who exhibits a passion for finding innovative ideas in B2B & B2C. You'll appreciate my Midwestern ethic of hard work to manage the challenges of deadlines, budgets, & people. You name it, I've likely written it! My past work includes everything from scripts to signage, blogs to brochures, also posts, tweets & more. Check out my online portfolio & let's get to work!

Brenda,
the AD-RITR

AD-RITR.com

brenda@AD-RITR.com

319 – 988 – 9836

Education

Drake University, Des Moines, IA
B.A. Advertising/Creative
with College Honors

Industries

- Agricultural Equipment Manufacturers & Services
- Precision Ag Technology
- Agribusiness Financial
- Animal Health
- Crop Protection & Biotech
- Industrial & Automotive
- Energy & Environmental
- Photo Retail & Gifts
- Non-profits & Communities
- Government/City & State
- Education

[LinkedIn.com/in/adritr](https://www.linkedin.com/in/adritr)

Clients/Work History

AD-RITR Creative Services

Creative Director, Content Creator & Copywriter

Delivering ad copywriting and creative content to Fortune 500 clients across the country, primarily in print/collateral, digital/video, and social media. Skilled at translating technical topics into effective marketing materials and brand-building initiatives. Knowledgeable in community-supporting social media efforts. Able to find emotional connections to tell client stories that relate to a range of audiences.

COMPANIES:

- Iowa State Bank (Orange City, IA) *social media*
- Kuhn Krause (Hutchinson, KS) *marketing collateral*
- Cedar Falls Utilities (Cedar Falls, IA) *marketing & events*
- Case IH Ag Eqpt & CASE Construction Eqpt (Racine, WI) *print collateral for equipment*
- Deere & Company Ag/L&G (Moline, IL) *videos*
- Massey Ferguson/AGCO Ag Equipment (Duluth, GA) *print*

AGENCIES:

- See Our Solutions (St. Louis, MO) *new product customer & dealer videos for John Deere equipment*
- Becker Communications (Racine, WI) *print collateral for Case & Case IH equipment*
- Osborn & Barr (St Louis, MO) *John Deere ag ads & more*
- Roberson Marketing (Des Moines, IA) *MF/AGCO print*

ORGANIZATIONS:

- South Dakota Corn (Sioux Falls, SD) *social media, education, events & more*
- Independent Photo Imagers (Las Vegas, NV) *social media, events, etc.*

Bonus Skills

Chamber of Commerce, Marketing Hometown & City of Paullina
Social Media Lead, Event Planner & Mayor

Wonderland Theater

Volunteer Co-Manager, Board Member & Marketing Lead

South O'Brien Community Schools

School Board Member, Softball Coach & Substitute Teacher

Other Claims to Fame

○ Oprah called me

May 28, 2008 voicemail; then named a product I plugged as one of her Top 10 All-Time Favorites in *O, The Oprah Winfrey Magazine*, Dec 2008

○ Authored a book

Wrote *John Deere Collectibles*, a 128-pg hardcover of history through memorabilia in 2001; then toured, wrote editorials & created *BleedingGreen.com*