



**DANA HEIMES**

**CREATIVE LEADER  
BRAND STRATEGIST  
PROBLEM SOLVER  
TEAM BUILDER**

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## TOOLS OF THE TRADE

- Adobe Creative Suite
- Google Suite
- Figma
- Microsoft Office Suite
- Project Management Software
  - Asana
  - Wrike
  - Basecamp
- Email Marketing Software
  - Listrak
  - Klayvio

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## EDUCATION

Bachelor of Fine Arts in Visual  
Communication and Design  
University of Nebraska, Kearney  
Cum Laude

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## AFTER HOURS

- Business Owner/Mural Artist  
Art Is All Around
- Guest Speaker/Reviewer for  
CMDI Senior Capstone Class  
at CU Boulder
- Member of the CU Boulder  
Design Group

I'm an inspired creative and brand storyteller with 20+ years of experience developing scalable, cross-channel campaigns that deliver fresh, meaningful design solutions. My background spans creative direction, design, branding, marketing, and multimedia production. I thrive in collaborative environments where ideas flow freely. I love bringing teams together and turning ideas into authentic brand stories.

## SKILLS & EXPERTISE

### Creative Direction & Brand Strategist

Lead concept development, art direction, and execution of visual identities, brand systems, and integrated marketing campaigns that drive awareness, engagement, and conversion. Guide creative and cross-functional teams to deliver design excellence and brand consistency.

### Integrated Brand Management

Ensure a cohesive brand experience across all touch points, including:

- E-commerce and Digital Platforms
- Email Marketing
- Digital Advertising and Retargeting
- Organic and Paid Social Media
- Printed Brand and Marketing Communications
- Packaging, Merchandising, and Product Display
- Event and Environmental Graphics
- Photography, Video, and Visual Storytelling

### Project Management & Production Oversight

Oversee creative project life cycles—managing budgets, schedules, and vendor relationships—to deliver high-quality assets on time and within scope. Ensure creative work meets both brand standards and strategic goals while inspiring collaboration, innovation, and efficiency across teams.

## PROFESSIONAL EXPERIENCE

Creative & Content Manager  
Xero Shoes | 2023-present | Broomfield, CO

Creative Director  
Medly Pharmacy/Pharmaca | Boulder, CO

Senior Designer Strategic Communications  
University of Colorado Boulder | Boulder, CO

Senior Manager of Brand Design  
PEARL iZUMi | Louisville, CO

Project Manager/Senior Designer  
CK Communications | Melbourne, FL