



Dana Heimes

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## TOOLS OF THE TRADE

- Adobe Creative Suite
- Google Suite
- Microsoft Office Suite
- Project Management Software
  - Basecamp
  - Wrike
  - ClickUp
- Email Marketing Software
  - Listrak
  - Cordial

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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 | 2001-present
- Guest Speaker/Reviewer for  
CMCI Senior Capstone Class  
at CU Boulder
- Member of the CU Boulder  
Design Group | 2019-2021

I'm an inspired creative devoted to solving communication puzzles through fresh, engaging design. With over 20 years of experience in design, brand management, consumer marketing and multimedia production, I bring versatile expertise to projects. Colleagues view me as a strong leader with limitless creativity and the ability to manage multiple people, projects and deadlines. I thrive when I am part of a team and collaborating on projects as I believe diverse points of view lead to creative solutions. When I am not working, you will find me outside enjoying Mother Nature or embracing my other passions as an illustrator and mural artist.

## SKILLS & EXPERTISE

Ideates, collaborates and leads creative teams in producing impactful visual identities, branding and marketing campaigns.

Drives brand cohesiveness across multiple marketing channels including:

- e-commerce
- consumer email marketing
- digital advertising
- organic & paid social media
- print collateral
- consumer packaging & product/merchandising display
- in-store marketing & graphics
- photography

Works cross-functionally to present creative solutions to stakeholders directly impacting brand, business and marketing goals.

Manages budgets, timelines and outside partners, ensuring timely completion of projects from conception to final production.

## PROFESSIONAL EXPERIENCE

Creative Director  
Medly Pharmacy/Pharmaca | 2021-present | Boulder, CO

Senior Designer Strategic Communications  
University of Colorado Boulder | 2019-2021 | Boulder, CO

Senior Manager of Brand Design  
PEARL iZUMi | 2013-2019 | Louisville, CO

Project Manager/Senior Designer  
CK Communications | 2007-2013 | Melbourne, FL

Packaging/Graphic Designer  
Case Logic, Inc. | 2003-2006 | Longmont, CO