



# BRENDA EBEL KRUSE

Founder, Creative Director

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## AD-RITR Creative Services

- Lead creative strategy, branding, and marketing execution for local, regional, and national clients
- Develop content and integrated campaigns across social media, print, video, email, and web
- Drive written and visual content for product launches and brand positioning to fuel customer engagement
- Collaborate with executives, marketing teams, vendors, and community leaders to deliver high-impact results

### Select Client Engagements:

**Service Trucks International/Tiger Cranes:** social media content and design; marketing photo/videography (internal/external); exhibit materials; customer and employee events; sales lit; website refresh; email campaigns

**John Deere/Deere & Company Ag/Turf Equipment; Case IH Ag/Case Construction Equipment:** scripted quarterly new product videos (customers and dealers); product sales lit; factory tour and product support how-to videos; co-op ads; newsletters; direct mail; customer magazines

**South Dakota Corn:** social media; website management; ThisIsFarming.org blogs, Corn Comments podcasts; member/public events/exhibits for consumer education for both commodity and grower member organizations

**IPI Member Network:** social/email marketing for Vegas-based trade org of independent photo and print retailers

**Cedar Falls Utilities:** marketing materials for IA municipal utility; radio/TV spots; signage; annual reports; redesigned newsletter mailed to 15k customers; calendars; events; energy-efficiency initiatives

**Iowa State Bank:** social media for regional bank/insurance/realtors; print collateral; local ads; website; events

**Prairie Market:** social media for local grocery store; new logo/branding; local TV spot; events

### Leadership | Community Involvement

#### City of Paullina | Paullina Chamber of Commerce

Mayor; Marketing and Communications Lead

Iowa

2018 – 2024

- Elected as Mayor over 5-person City Council, representing community interests while supporting economic growth
- Led municipal communications, social media, website content, and marketing initiatives for greater civic engagement
- Promoted member businesses and collaborated to organize major annual community events

#### South O'Brien Community Schools

Board of Directors; Iowa BOEE Authorized Substitute Teacher; Softball Coach

Iowa

2020 – 2024

- Elected term served during major transitions of hiring new superintendent and passing of \$26M building bond

#### Wonderland Theater

Co-Manager and Marketing Director

Iowa

2019 – Present

- Manage presence on social media platforms and website for volunteer-run historic movie theater

#### John Deere Collectibles

Author and Promoter at BleedingGreen.com

Nationwide

2001 – 2010

- Wrote 128-page coffee-table collectors' book (+10k copies sold) on Deere history in memorabilia; weekly online blog

**Education:** Drake University, Des Moines, Iowa – B.A. Advertising; Creative with College Honors 1993

**Skills:** Branding; Content Creation and Social Media Management; Copywriting and Graphic Design; Creative Direction; Customer/Stakeholder Education; Email/Digital Campaigns; Event/Exhibit/Tradeshaw Marketing; Photography/Video Production; Public-Sector/Community Communications

**Software/Platforms:** Adobe Creative Suite, AI, Canva Pro, Constant Contact, Facebook/Instagram/META Business Suite, Google Suite, Hootsuite, LinkedIn, Microsoft Suite, Pinterest, SEO, Sprout Social, Trello, WordPress, X, YouTube