



BRENDA EBEL KRUSE

CREATIVE DIRECTOR

319-988-9836

brenda@AD-RITR.com

SKILLS & SOFTWARE

- Copywriting; Content Creation; Graphic Design; Video; Paid & Organic Social Media; Branding & Identity; Strategy; Events; Leadership; Editorial; Editing; Promotions; PR; Photography
- Adobe Creative Suite; CanvaPro; AI Tools; Hootsuite; WordPress; Constant Contact; MS Office; PC; Google Suite; Mac (preferred); iPhone apps & more

EDUCATION

Drake University - IA

- B.A. Advertising/Creative
- College Honors

UNIQUE CLAIMS TO FAME

- Oprah called me & then named a photobook product I plugged as one of her Top 10 All-Time Faves (2008)
- Authored a coffee-table book on John Deere memorabilia & history; toured country; blogged weekly at BleedingGreen.com (2001)

AD-RITR Creative Services (Est. 1996)

Prairie Market - IA (2023-24)

Social media marketing & new logo/branding

Deere & Co Ag, Lawn & Garden, Factories - IA/IL (1996-2019)

Script writer for new product intros & tour videos; print collateral

Independent Photo Imagers - NV (2013-15)

Social media; print; events; email/digital campaigns

Kuhn Krause Ag Eqpt - KS (2010-15)

Copywriter for print collateral, videos & more

Valmont Irrigation - NE (2007-08)

Copywriter for print collateral/magazine/newsletter

Case IH Ag & CASE Construction Eqpt - WI (1997-2003)

Copywriter for product collateral, videos & exhibits

Other Freelance Clients - US (1996-NOW)

O'Brien County Parks, Horn Photo, Monsanto/CRP, Mobil Oil, Cornbelt Iowa NAMA, Super Clean, Mahindra Tractor, Gila River Tribe, Gurley Motors, Trice's Western Wear, etc.

Iowa State Bank - IA (2022-23)

Social Media Specialist & Graphic Designer

South Dakota Corn - SD (2020-22)

Social Media Director & Consumer Educator

Cedar Falls Utilities - IA (2009-10)

Marketing Specialist/Copywriter/Designer/Event Planner

Osborn & Barr Communications - MO (1994-97)

Copywriter for John Deere print ads, collateral, radio, etc.

Roberson Marketing - IA (1993-94)

Copywriter & Co-Op Admin for Massey Ferguson/AGCO Eqpt

City & Chamber of Paullina, IA (2018-24)

Mayor, Socials/Website & Marketing Team

South O'Brien School (2020-23)

Board of Directors, Softball Coach & Substitute Teacher

Wonderland Theater (2019-24)

Co-Manager & Marketing Director of Historic Movie Theater

FREELANCE CLIENTS

EMPLOYERS

VOLUNTEER