



CHRISTI VANDER VOORT

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EXPERIENCE

CHRISTI & CO. (2003 - PRESENT)

Branding Specialist

Strategize and clarify message, develop brand story, invite customers into the story, create and implement consistent messaging to grow brand awareness, both offline and online, and increase market presence.

Recent Work

- **Sevier Skirts** - logo, website, brand story, social media management email marketing, direct photoshoots, manage interns
- **Weighting Comforts** - logo, website consultation, facebook ads, tradeshow materials, social media content development & management
- **Entegro Health** - business and note cards, pitch deck, new consultant manual, welcome box, brand consulting
- **Sfumato Pizza** - logo, menus, business cards (new website coming)
- **Mulder Auto, Tire & Lube** - website

SEARCH ONE (2014 - 2016)

Recruiter

Searched for and connected top national talent in Agriculture to the most respected companies in the business.

NORTHWESTERN COLLEGE (2013)

Adjunct Professor

Created curriculum and taught senior level advertising class

NATIONAL ETHANOL VEHICLE COALITION (2003 - 2006)

Iowa E85 Coordinator

- Developed E85 market in the state of Iowa
- Identified qualified service station locations, coordinated necessary conversion changes and equipment installations, and assisted fuel retailers in raising consumer awareness of E85 availability
- Promoted E85 to both the general public and targeted consumer markets
- Created a coalition of E85 advocates called the Iowa E85 Team
- Created and implemented numerous advertising campaigns
- Organized tradeshow and specials events, presented to groups and potential Iowa E85 Team members, and worked to educate Iowa lawmakers.

ABOUT ME

I help people grow their business and provide tools to take all kinds of brands to the next level. I believe a clear and consistent message is key. I'm obsessed with creating new recipes in my Instant Pot and I love being married to my fourth grade sweetheart.

SKILLS

- Brand Story Development
- Social Media Management
- Creative Direction
- Project Management
- Client Relations
- Graphic Design
- Adobe Photoshop, Illustrator, InDesign
- Copywriting
- Email Marketing
- Web Design - Customer Experience
- Shopify
- Wordpress

EDUCATION

IOWA STATE UNIVERSITY (MAY 1987)

B.A. Journalism/Mass Communications - Advertising Emphasis

PELLA COMMUNITY SCHOOLS (1979 - 1983)