



EDUCATION

- A.A.S. Graphic Design
Des Moines Area
Community College
- M.A. Integrated Corporate
Communications
Drake University
- B.S.B.A. Marketing &
Management
Drake University

SKILLS

- Illustrator
- InDesign
- Photoshop
- XD
- Dreamweaver
- Dimension
- Microsoft Office
- WordPress
- Constant Contact

ACTIVITIES

- President of United Spinal
Association Iowa Chapter
- Certified peer mentor for
United Spinal Association
Iowa Chapter
- Ankeny Toastmasters — Offices
held: Area Director, President,
VP of Education, and VP of
Public Relations
- Toastmasters humorous
speech contests — Awarded
First Place 2007, 2008,
and 2009

JEFF KALLEM

2401 SW Westbrooke Circle
Ankeny, Iowa 50023

515.333.8472

contact@jeffkallem.com

www.jeffkallem.com

SUMMARY

Resourceful and inquisitive Professional offering 20+ years of experience in Education, Advertising, Sales & Marketing, and Promotional Design. Extensive experience in instruction and motivation of Students, developing online content, designing and building websites, creating materials for various mediums, copywriting for websites and printed materials, with a high attention to detail, utilizing sharp critical thinking and strong communication skills.

EXPERIENCE

Freelance Copywriter & Graphic Designer (2001 – present)

Address marketing/advertising needs for various clients.

- Write compelling copy for printed materials and websites.
- Design attractive, user-friendly websites and eye-catching marketing materials.
- Advise clients transparently on other ways to market and advertise their services.

Des Moines Area Community College, Ankeny, Iowa (2007 – 2019)

Adjunct Instructor

Educated and motivated students in the subjects of Internet Marketing, Principles of Advertising, and Human Relations in Business.

- Designed the structure of courses and continually shaped them as needed.
- Oversaw full classrooms and addressed the academic needs of students and, at times, their personal needs.
- Diagnosed need for online versions of the Internet Marketing and Principles of Advertising courses.
- Created online courses of Internet Marketing and Principles of Advertising.

Network Marketing (2001 – 2007)

Independent Business Owner

Represented well established company to prospective members.

- Initiated business generation tactics, including in-person sales presentations, direct mail, Internet Marketing, and cold calls.
- Counseled members in sales techniques and building business through networking.

NationJob Network, Des Moines, Iowa (2000 – 2001)

Marketing Communications Writer

- Authored headlines and copy for printed Marketing materials, website copy and newsletter articles.
- Designed layout of printed Marketing materials.