

# Beth Holsen

## Summary of Professional Qualifications

- ◆ **Award winning designer** with proven expertise in branding, oral and written communications, photography, and creation of high quality professional publications, templates, web sites, seminars, and referendum materials
- ◆ **Skilled communicator** adept at relaying complicated concepts and information in a clear and concise manner, and motivating and educating teams and individuals to reach common goals
- ◆ **Accomplished and versatile project manager** with an established record of performance in meeting deadlines and budget requirements
- ◆ **Enthusiastic, organized and entrepreneurial;** strategic thinker and team player; committed to excellence

## Expertise

- ◆ Branding, Marketing & Communications
- ◆ Referendum & Consolidation Initiatives
- ◆ Graphic Design & Publication Production
- ◆ Staff Development, Training & Mentoring
- ◆ Seminar Development & Presentation
- ◆ Team Motivation & Leadership
- ◆ Project, Program Management
- ◆ Event Planning & Implementation
- ◆ Customer Relations & Service
- ◆ Advanced Organizational Skills

## Career Highlights

**As Owner and President of Imagine Design**, developed strategic brands designed to create strong brand equity and build support for organizations, created hundreds of quality compelling documents, coordinated communications, and trained thousands of school, city and nonprofit staff in marketing, branding, communications and publication production.

Created a document for Minnesota Association for Families & Early Education (MNAFEE) that was instrumental in securing millions of dollars of funding for Early Childhood programs throughout Minnesota.

Designed LERN's (Learning Resources Network) International Conference brochure to specifically target GenXers. As a result, LERN realized their second highest overall conference registration and the most GenXers ever registered.

Earned numerous international, national and state honors for publication, communication and public relations work.

Worked with multiple school districts to create correspondence and publications that supported referendum and consolidation votes. All of the districts' initiatives passed with strong support from voters.

**As Marketing & Communications Manager for Roseville Area Schools**, redesigned and rewrote all major district publications and the district web site. Created communications that were instrumental in passing several levies. Developed and led a group of school PR professionals, focused on refining and enhancing skills in communications, branding and marketing. Nominated for MinnSPRA Exemplary Service Award for Outstanding School Public Relation Professionals. Earned one National award and seven Minnesota School Public Relations Association awards.

**As Adult Enrichment Manager for Roseville Area Schools**, substantially improved customer service, marketing, efficiency and program participation - resulting in 35% increase in revenues and a \$60,000 increase in the bottom line. Managed one of the only Adult Enrichment programs in Minnesota to show positive cash flow during the 1990's.

# Experience

## IMAGINE DESIGN, Mahtomedi, MN 1995-Present

### ***Owner, Consultant and Designer***

**Worked with numerous non-profits, school districts and cities** to educate the public, market programs, promote initiatives, develop their brands and showcase their organizations.

**Created marketing, communication and branding strategies**, designed publications and templates, developed messaging, wrote and edited documents, trained staff and developed style guides.

**Facilitated and guided communications designed to create support for referendum and consolidation votes.** All initiatives passed with strong support from voters.

**Led seminars and workshops for national and state organizations** including National Community Education Association, Minnesota Community Education Association, Minnesota School Public Relations Association, Minnesota School Boards Association, Minnesota Association of School Administrators, Minnesota School-Age Child Care Association, Minnesota Association for the Education of Young Children, Minnesota Association For Family & Early Education and numerous school districts throughout Minnesota.

## ROSEVILLE AREA SCHOOLS, Roseville, MN 1986-2003

### ***District Marketing & Communications Manager 1998-2003***

**Developed new web site content, navigation and design.** Created web site standards used at all schools in the district. Re-wrote and reorganized previous web content, and created new navigation hierarchy for revised web site. Worked with District Tech team and ITs from all schools to ensure consistency in all sites within district.

**Determined and developed content and structure of documents based upon district needs and initiatives**, including organization, writing, editing, research, structure and design of all major district-wide documents.

**Created publications, posters and other communications designed to create support for district referendums.** All initiatives passed with strong support from the voters.

**Designed templates for program and school based documents**, then trained district staff in design, software use and maintenance of documents.

### ***Community Education Program Manager 1989-1998***

*Adult Enrichment, Computer Training, Adults with Disabilities, ESL and Aquatics; Also served as District ADA Coordinator*

**Developed entrepreneurial approach to Adult Enrichment programs** based on quality programming, customer satisfaction and retention, broad based marketing, and a price structure designed to support all expenses and staffing costs of program, plus generate an additional \$30,000 profit for the Community Education department.

**Supervised and managed over 300 consultants and staff members.** Recruited, hired and mentored personnel.

**Developed district-wide ADA forms, standards, correspondence, training, documentation and procedures** designed to ensure compliance with Americans with Disabilities Act.

### ***Community School Coordinator 1986-1989***

*Youth Enrichment, Youth Development and Service, Facilities Management, Volunteers, Community Contact, School-age Care*

## Education

### University Of Wisconsin – La Crosse

Bachelor of Science

Numerous workshops, conferences, seminars and classes in branding, design, marketing, communication, referendums and Adobe Software

## Awards & Honors

### The International Communicator Awards

Award of Distinction

LERN (Learning Resources Network), Best Park & Recreation Brochure

### National School Public Relations Association

Winner of Eight Print Publication Awards

Award of Excellence Winner

Work featured in *Good Things* section of *Network* (NSPRA's monthly national magazine)

### Minnesota School Public Relations Association

Winner of Seven Print Publication Awards

Nominated Outstanding School Public Relations Professional – Exemplary Service Award

### Minnesota Community Education Association

Imagine Design - Nominated for MCEA Outstanding Organization

## Technology

- ◆ Adobe InDesign, PhotoShop, Acrobat, Illustrator
- ◆ MS Office
- ◆ Scanning, Photo and OCR Software
- ◆ Knowledge of web navigation, standards and design

## References

**Sally Latimer**, *sallywl@charter.net*, 715-360-0066,  
Former Assistant Superintendent, Roseville Area Schools

**Heidi Cunningham**, *hcunningham@farmington.k12.mn.us*, 651-460-3200,  
Director of Community Education, Farmington Area Public Schools

**Ted Peterson**, *communityted@yahoo.com*,  
Professional Development Coordinator, MCEA

**Khia Brown**, *khia.brown@district196.org*, 651-423-7926,  
Director of Community Education, I.S.D. 196

**Patrick Tepoorten**, *ptepoorten@northbranch.k12.mn.us*, 651-674-1018  
Community Relations Coordinator/Grant Writer, North Branch Area Public Schools

*Additional references and endorsements are included on my LinkedIn profile*