

JEFF NELSON

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Osceola, Wisconsin

Marketing and Business Development + Left- and Right-Brained Acuity



EXPERIENCE

Star Prairie Nest Box™ Inventor & Founder Star Prairie Birdhouse Company, LLC 2019–2022

To fulfill a longtime dream and prove that left- and right-brained talents can come in a single package, I invented a better birdhouse. Visit SPBirdhouseCo.com. With just one exception (mold specs), I literally did everything! Responsibilities included invention of the patent-pending Star Prairie Nest Box, patent application, marketing copywriting, 3D modeling/rendering/animation, videography, website creation, social media, graphic design, CNC manufacturing, product testing, 3D prototype printing, and e-commerce implementation.

Executive Director of Marketing & Communications Walker Methodist 2018–2019

Following several years as a consultant to Walker Methodist, this newly created position interfaced with healthcare, development, human resources, foundation, sales, and compliance personnel. As a one-person marcom department, objectives included delivering greater brand awareness, managing publicity, creating consistent internal/external communications, supporting growth of managed communities, and promoting several signature healthcare services.

VP, Marketing & Business Development Sexton Creative/Strategic/Printing 2008–2018

Originally hired as marketing and creative director for Sexton's emerging creative agency, my role quickly expanded to include corporate/client communications strategies and business development. An ability to understand technical elements of data-driven promotions and variable messaging across platforms was a key reason I also was part of Sexton's strategic consulting group.

VP, Marketing The RiverBank 2005–2007

As a consultant and vice president of marketing, I provided rebranding and marketing direction for seven community bank locations and five departments, including consumer banking, insurance, investments, mortgage, and commercial services.

VP, Marketing VERSA-LOK Retaining Wall Systems 1993–2005

This international building-products corporation licensed proprietary product lines. Marketing was directed toward architects, landscape architects, engineers, contractors, and public agency officials. Concurrently, I served three regional companies as well. All had unique brands, promotional programs, and audiences.

CORE COMPETENCIES

- Marketing and Communications Leadership
- Business Development
- Data-Driven Advertising and Promotions
- Brand Management
- Sales and Technical Materials Development
- Copywriting and Graphic Design Direction
- Digital Communications and Website Creation

ABOUT ME

With data-driven marketing experience, creative flair, analytical aptitude, and mechanical acuity, I provide a surprising combination of left- and right-brained talents. An unassuming, enthusiastic personality helps me effectively integrate marketing objectives and foster consensus among diverse groups.

Hands-on, resourceful, and persistent, I've spent years building on a marketing education — a nonstop quest to develop an invaluable collection of relevant communications proficiencies. It's why I work late. It's why I subscribe to LinkedIn Learning. It's why I take continuing education courses. And, it's why I read troubleshooting forums instead of watching late-night television.

Business-development folks frequently proclaim a marketing flair. Marketing personnel often try to design. Designers sometimes profess to be copywriters. And a few copywriters claim technical as well as creative acumen. These talents rarely come in a single package. With me, they do — really. Learn more at LeftRightJeff.com.

SOFTWARE FLUENCY

InDesign • Illustrator • Photoshop • WordPress
Microsoft Office • Rhino • Blender • MailChimp

EDUCATION

Hamline University • St. Paul, Minnesota

Bachelor of Arts in Management • Minors in Writing and Economics

CONTACT

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