



brittany goderstad

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brittanygoderstad.com

(920) 629.4514

education

Minnesota State University, Mankato (MANKATO, MN)

Bachelor of Fine Arts SUMMA CUM LAUDE (AUG. 2011–MAY 2015)

Graphic Design | Photography | Creative Writing

organizations

AAF Wisconsin Ad Club

Past-President (AUG. 2020–PRESENT)

President (JUL. 2019–AUG. 2020)

Web & Tech Support (JUL. 2019–AUG. 2020)

Director of Communications (AUG. 2018–JUL. 2019)

American Institute of Graphic Arts

Director of Communications (2014–2015)

Membership Officer (2013–2014)

Member (2011–2015)

awards

Gold American Advertising Award (FEB. 2017)

Alchemyst Branding & Campaign Design

Gold Hermes Creative Award (JAN. 2017)

Alchemyst Branding & Campaign Design

Silver American Advertising Award (FEB. 2016)

Brillion STEM Campaign Design

software

Design & Development

Illustrator | Photoshop | InDesign | After Effects | Premiere Pro
Lightroom | Bridge | XD | Substance 3D | Acrobat | Visual Studio Code

Web, Email & AI Platforms

WordPress | GoDaddy | Bluehost | cPanel | Microsoft Teams | Trello
Asana | Workamajig | QuickBooks | Mailchimp | Constant Contact
ChatGPT | Midjourney | Firefly | Kling | Sora

experience

KI (GREEN BAY, WI)

Marketing Communications Specialist (SEP. 2024–PRESENT)

Product launch coordination | Project management | Photography
| Email, web, & social content | Photo editing | Video editing |
Preflighting | Copywriting | AI-assisted content creation | AI-driven
ideation | Photoshoot coordination & art direction | Print production
& vendor management

Home Builders Association of the Fox Cities (APPLETON, WI)

Creative Director (JAN. 2022–AUG. 2024)

Creative Services Manager (OCT. 2019–JAN. 2022)

Multimedia Specialist (MAR. 2018–OCT. 2019)

Branding & event identities | Social campaigns | Layout & publication
design | Email graphics & campaigns | Website design & development
(HTML/CSS) | Domain transfers & DNS configuration | Hosting setup &
launch orchestration | Event planning | Photography & photo editing |
Motion graphics & video editing | Copywriting | Matterport 3D tours

The Third Story (APPLETON, WI)

Co-Founder/Designer (JAN. 2022–PRESENT)

Website design & development | Domain transfer & DNS configuration
| Hosting setup & launch orchestration | Branding | Logo ideation &
creation | Copywriting | Matterport 3D tours

Graphic Designer (NOV. 2016–FEB. 2018)

Email graphics | Web design & development | Print & OOH (bus wraps,
billboards, banners) | Digital ads (static & animated) | Publication &
newsletter design | CSS (ShortStack) | Web guides & documentation

Cineviz (GREEN BAY, WI)

Web Designer & Developer (JAN. 2016–NOV. 2016)

Graphic Designer (JUN. 2015–JAN. 2016)

Website design & custom HTML/CSS | Digital signage & interactive
graphics | Print & OOH (posters, brochures, labels, bus wraps,
billboards) | Trade show assets | Copywriting | Client CMS training