



# brittany goderstad

brittany.goderstad@outlook.com

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