



Marketing You

Date: This FREE event is on Wednesday, April 25, 2012

Time: 5 - 6pm Networking: Munch and mingle with your creative, marketing and interactive peers.

6 - 8pm Portfolio review + interview tips: Learn from industry pros how to make your portfolio jump off the pile and how to market yourself, both in writing and face-to-face, to gain an edge on other candidates.

RSVP: Katie.jones@atterro.com or call 612-373-2626
Please respond by April 20, 2012.

Location: The Nerderly, 9555 James Ave. S, Suite 245, Bloomington, MN 55431

Special Guests:



Zack Naylor

A senior user experience designer at The Nerderly, Zack works as user research practice lead on projects for clients ranging from local small businesses, to start-ups, to Fortune 500 companies. Previously, Zack was user experience manager at Pikimal.com, as well as user experience designer and front-end developer for Lockerz.com and ModCloth.com.



Mike Johnson

Mike is founder and director of the user experience department at The Nerderly. Prior to his UX role, Mike led teams of Nerderly developers and designers building websites and applications for high-end agency partners such as Fallon Worldwide, WolfMottell, and Colle+McVoy. Mike's engineering and development background gives him perspective on designing complex interactive solutions within the constraints of modern platforms and technologies.



Nicole Klein

A creative with more than 15 years' agency experience, Nicole has spent the last three years growing her business, Mind of Klein, where she's had the pleasure of working with brands including 3M, Kraft, Miller Brewing and others. Her focus is on interactive and film, bringing a passion for food-industry creative and photography. She says, "New ideas should scare and surprise you. When we step out of our comfort zone, we're able to grow and inspire others."



Jessie Knox

As senior art director at BI Worldwide, Jessie brings creative and integrated solutions to employee engagement programs for clients including Coca-Cola, AT&T, Gap Inc, HP, Dish Network, Pella, Eaton, and Lilly. Before "going corporate," Jessie was the first hire for Boost, a design agency, where she created corporate communications, tradeshow collateral, direct mail and packaging for loyalty marketing clients.



Karla Ortloff

As the UX director for Thomson Reuters Legal, Karla leads a growing team of information architects, user interface designers, customer researchers and front end developers focusing on web and mobile applications. She has more than 17 years of industry experience and has spent the last decade designing complex, content-rich interfaces that are intuitive, simple and scalable for BestBuy.com and Thomson Reuters.



Bart Heird

Formerly the digital creative director for JWT Chicago, Bart helped spearhead the JWT Digital group. Clients included the US Marine Corps, FEMA, Norfolk Southern Railways, Oscar Mayer, Nestlé, Unilever, HSBC, Texas Instruments and the Illinois Office of Tourism. In his current role as Creative Director, Interactive at AIMIA, he leads teams in Minneapolis and Detroit, crafting loyalty products for Proctor & Gamble, Coca-Cola, Ford and others.



Vicki Wright

An independent content marketing consultant, Vicki has more than 20 years' experience driving strategy and leading agency and in-house creative teams across all media. Clients include Intel, IBM, Chase Bank, Verizon, AT&T, Acura, John Deere, Amana, the Minnesota Orchestra, Piper Jaffray, Travelers and Westlaw. She also conducts workshops on creative presentation skills and has taught brand strategy and copywriting at Brainco.

Resume reviewer – Katie Peterson – Creative Recruiter

Resume reviewer – Ashley Halbach – Sr. Creative Recruiter

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"Eighty percent of success is showing up."

- Woody Allen