



MELISSA WARD
DIRECTOR OF MARKETING

melissaward.com

Strategic leader of marketing professionals striving to produce data-driven, inspired, and effective work that engages, delights, and sells.

HONORS, AWARDS & VOLUNTEERISM



**2016-present Volunteer - Region 4
Communications Committee Chair**
United States Dressage Federation



**2013-2021 Volunteer - President, Secretary,
Board Member, Communications Chair,
Webmaster, Designer, and more**
Nebraska Dressage Association



2019 Keynote Speaker, AAF Summit
American Advertising Federation Lincoln



2019 AMA Cropped Judge
Lincoln American Marketing Association



2017 Silver ADDY Award, Print Design
American Advertising Federation Omaha



2017 Adobe Creative Jam Judge
Adobe



**2016 Silver ADDY Awards,
Logo Design & Illustration**
American Advertising Federation Omaha



2015 Silver Davey Award, Illustration
Academy of Interactive and Visual Arts



**2015-2020 USDF GMO Award,
Best Website User Experience**
United States Dressage Federation



2014 Volunteer of the Year Award
Nebraska Dressage Association



Lincoln, Nebraska



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EXPERIENCE

Speedway Motors (2021-present) - Director of Marketing

- Oversees all marketing efforts at Speedway Motors, from research and planning to execution and analysis. Leads several teams of outstanding marketing professionals, guiding the strategic development of branding, email/SMS initiatives, organic traffic growth, content development, campaigns and promotions, brand and media partnerships, PR, events, sponsorships, internal communications, search engine marketing, social media and influencer marketing, and more.
- Balances customer acquisition, retention, and demand generation efforts to increase profit growth across all revenue channels—e-commerce, retail stores, marketplaces, wholesale, and phone/catalog orders.
- Accountable for building strategic marketing plans that target intelligent KPIs at the enterprise level, with a special focus on net active customers, lifetime value, contribution margin, average order value, repeat purchase rate, profit return on ad spend, and market share.
- Targets profitability by maintaining a goal-driven budget, overseeing the brand development, launch and marketing of house brand products and product lines, utilizing vendor marketing services to increase profitability of buy/sell SKUs, influencing customer behaviors through a loyalty program, and using A/B testing and business intelligence dashboards to make data-driven decisions.
- Deeply invested in company culture, department happiness, professional fulfillment, and building rockstar teams of humans who love what they do and bring their A-game every day.

Speedway Motors (2018-2021) - Creative Director

- Creative owner of the global brand of Speedway Motors. Architect of the internal and external launch of a major rebrand in early 2019—which included extensive qualitative and quantitative research of customer and employee brand perception, market and competitor research, differentiator analysis, customer journey mapping and persona development, creative development, executive alignment and approval, and strategic launch.
- Managed a team of creative professionals working together to produce printed materials, digital campaigns, social content, e-commerce platforms, interior design and international marketing. Steered the development and artistic inspiration of the creative team.

Firespring (2017-2018) - Director of Design

- Led a team of 9 art directors and graphic designers. Oversaw the creative production, strategy and budget of agency work for clients on a local, regional, and national scale. Motivated and influenced the artistic development of a talented team of outstanding creatives.
- Creative authority for the design of all major projects output by Firespring, one of the largest creative agencies in the Midwest. Was responsible for elevating the standards of design on each project, but also for holding other aspects of the project accountable to those same standards—including concept, content, interactivity, and strategy.

Firespring (2013-2017) - Art Director

- Provided full branding services, from concept to design, for agency clients. Responsible for logo design and branding systems, front-end web design, magazine layout, direct mail, flyers, educational materials, brochures, package design, and more.

Nebraska Book Company (2012-2013) - Interactive Designer

- Primary designer for all digital marketing initiatives, including front-end web design, coding marketing websites and HTML emails, UI/UX for retail and e-commerce, email marketing, banner ads, animations, videos, and software interface. Regularly supported print initiatives, including in-store signage, interior store design, catalogs, flyers, posters, and logo design.

TelventDTN [now Schneider Electric] (2009-2012) - Graphics and Writing Specialist

- Lead designer responsible for design and production of websites, emails, animations, brochures, direct mail, tradeshow properties, white papers, and more. Guided BU managers on marketing strategy, style guidelines, creative direction, product branding, and copywriting.

American Enterprise (2006-2008) - Multimedia Specialist

- Principal designer for all visual materials, including print (brochures, trade pub ads, flyers, direct mail, displays) and multimedia (websites, online ads, presentations, software, and email communications).

EDUCATION

University of Nebraska at Omaha

Bachelor of Studio Arts, Magna Cum Laude

Metropolitan Community College

Bachelor Degree Program (in cooperation with Univ. of Nebraska at Omaha)
Computer Animation major

University of Connecticut

School of Graphic Design