



Desarae Veit

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SUMMARY

Experience with custom service, client management, vendor management, and leading a team. Highly skilled and self-motivated, flexible, and collaborative at conceptual and strategic communication with high attention to detail. Experience presenting concepts to all levels of management and clients. My goal is to find a position where I can learn new skills, grow as a leader and be a long-term team member.

As a consultant and speaker, Desarae Veit, helps businesses and social causes raise their visibility and generate leads through smarter marketing, branding, web design and social media. In addition, Desarae provides online etiquette training, keynote presentations and workshops to business owners, job seekers and ladder climbers on the process of leveraging personal branding and computer skills online and offline.

SPECIALTIES

Responsible for solving complex design and development problems while connecting clients' to the target audience. She oversees design development and strategic direction for campaigns. Her corporate and agency experience helped build a strong background in strategy, an eye for design and research. Desarae's greatest asset is her enthusiasm to work.

SKILLS

Childcare (10 years experience)
Personal Branding (5 years experience)
Search Engine Technology (5 years experience)
Social Media Marketing (5 years experience)

Adobe Creative Suite (7 years experience)
Microsoft Office (9 years experience)
Dreamweaver/Coda (5 years experience)
Web Design (6 years experience)

Sales Management (3 years experience)
Event Management (3 years experience)
Team Management (7 years experience)
Interior Design (2 years experience)
HTML + CSS (5 years experience)
Professional Networking (5 years experience)
Research Project Management (7 years experience)

RECOMMENDATIONS: "Desarae is a perfect catalyst. She possesses a rare combination of brilliance and compassion. She connects people with needs with the people, companies, and/or teams to make them happen. She does this not just in the areas of design, marketing, and social media, but also in the private sector as well." May 24, 2010 [Patrick Rhone](#), Owner/Chief Operative, Machine Methods Consulting

"Desarae is a knowledgeable and motivated professional in the social media space. She's worked with Social Media Breakfast - MSP to share her knowledge and expertise with our community, proving her vision and professionalism time and again. She is a great choice for anyone looking for a knowledgeable speaker and business/brand advocate for their event or organization." September 2, 2010 [Rick Mahn](#), Founder, Social Media Breakfast - Twin Cities, Social Media Breakfast

"Desarae is a trust agent. I know that because when I met her in Minneapolis last year during a trip to the IABC conference, 4-5 people in the area mentioned her name. We met up at a cool little Jazz club and spent the next few hours talking about everything from business to faith to how the web is evolving.

Desarae is as sharp as they come. She's had an extensive and diverse background in everything digital and has all the qualities of a natural communicator. Those skills have allowed her to build a virtual agency and make it profitable - and that's a tough business model to make work.

In my mind, Des should be leading teams of people for a BIG company. She's a go getter, a diligent manager, excellent at building relationships and levels of respect and has a no BS interaction style. I'm glad to have her in my network." August 19, 2010 [Nate Riggs](#), Principal & Strategist (Social Media, Human Business Teams), Social Business Strategies

EDUCATION

Iowa State University

2004 - 2007

BFA in Art and Design with a minor in Military Science

Painter's Anonymous, AdFed2, Delta Delta Delta, Co-Chair Public Relations Committee for the Senior Design Exhibition, Rock Climbing, Weight lifting club, Volleyball, Civil Air Patrol flights, Air Force ROTC, Army ROTC Teacher's Assistant, Greek Week Volunteer, St. Jude's Children's Research Hospital Philanthropy Coordinator, Round House Christmas Charity (The Elf)

Des Moines Area Community College

2001 - 2004

Associates in Science

For extracurricular I studied Marine Biology (3 years), Aviation Technology (14 credits towards an Aviation Air Frame and Mechanics License), Radio Television Broadcasting (two years including my own radio show), and Design.

EXPERIENCE

WAM!

03 / 2011 - Present

Technology and Marketing Teacher for the George Community Hall

Building awareness of new and innovative technology, while teaching the community how to use computer tools and to market their businesses online.

George Community Hall

03 / 2011 - Present

Board Member

To serve the George Washington Community and plan special events. Design and build brochures, flyers, a website and market Community Hall events.

Sassy Stylish Geek

07 / 2010 - Present

Geek Fashion Blogger

Delivering delicious blogging tips, freebies, gadgets and fashion directly to your RSS feed. Desarae is a regular blog contributor at SassyStylishGeek.com and DesaraeVeit.com, about online marketing, gadgets, fashion, web design and geek news.

Agency Couture

02 / 2004 - Present

Founder, Public Speaker, Trainer, Blogger

Agency Couture is founded on the premise of helping our clients achieve their online goals through strategy, search engine optimized UX websites that are standards based, social media communication, and online marketing. Desarae's corporate and agency backgrounds have taught her the skills to build full service marketing campaigns that are time and budget conscious. We can help you reach your target audiences from creative strategy, web design, usability architecture and e-newsletter loyalty programs. Oversees design development and strategic direction for campaigns. Desarae has over 3 years of marketing and design

“Desarae has been great to work with on different website projects. She has a unique eye for design, and has recommended many great interactive marketing strategies for our clients. I'm looking forward to working on more projects with Desarae. She's got a great work ethic, and does well in meetings with clients.” April 10, 2008 [Cory](#)

Vandenberghe, Digital and Interactive Consultant, Digital Ives

“Desarae designed for me on a freelance basis and I can say the creative delivered was amazing and above my expectations. She is the kind of person who dives right in to challenging situations, has a creative and analytical mind-set and tackles all goals and objectives her client's lay forth for designs. Only knowing Desarae for a short period of time, it is apparent she has a great attitude and strives to go above and beyond to creative cutting edge designs and provide excellent service. She is always looking for additional and challenging projects - while ensuring details did not get overlooked. I would not hesitate to work with her again as she makes everyone better just for working around her.” January 11, 2008

Top qualities: Great Results, Good Value, High Integrity [Ryan Affolter](#), hired Desarae as a Graphic/Web Designer in 2007

“Desarae is a very creative, hard working individual and can work independently or part of a team. Desarae has fantastic design vision when working independently, or can bring your vision to life with the smallest amount of direction. I would highly recommend her to any business needing web/graphic design services. In addition to her skills as a designer she also is a delight to work with, bringing a positive attitude to any office setting.” July 9, 2008 [Jason Treziok](#), CMO, myfreeestimates.com inc managed Desarae

experience working on accounts like Best Buy, Lawry's, P.B.Loco, Premier Mounts, Express Handymen, The Occassions Group and 3M. Her corporate and agency experience includes Gage Marketing, Risdall Advertising Agency Interactive, Midwest Flying Services, Us Marketing and Promotions, the Des Moines International Airport

Sniki Wiki 03 / 2008 - 08 / 2010

Co-Founder

Sniki.org is a social media wiki that was commissioned by the United States Department of Defense, National Defense Academy.

TEAM Enterprises 01 / 2008 - 08 / 2010

Brand Representative, Designer, and Event Planner

Brand representative, event planner and print designer for leading brands like Bacardi, Grey Goose, 42 Below, and Corzo.

Twin Cities Social Media Society 01 / 2010 - 05 / 2010

Co-Founder

A social media and marketing group designed to help individuals build online business. Open to any business or entrepreneur. Responsible for venues, sponsorship and planning.

August Ash, Inc. 07 / 2008 - 09 / 2008

SEO/SEM/Social Media

Optimize client's websites on extremely low budgets. Revise company sales policies for SEO and begin social media in-office and a program for our clients. Manage all client's search engine marketing campaigns. Monitor brands, engage clients, research, webinar events, represent the company at events, initiate new business for seo/social media. Review code and content for new sites to ensure errors are fixed.

Risdall Marketing Group 01 / 2008 - 04 / 2008

Interactive Art Director/SEM

Search Engine Marketing, Optimization, Web Development, Design

MyFreeEstimates.com 06 / 2007 - 01 / 2008

Account Executive promoted Art Director

MyFreeEstimates is a nationwide internet based lead generation company. While at MFE, Desarae managed the over 100 affiliates, created e-newsletters on loyalty programs, expanded and managed web site remodel, creative direction, and national marketing campaigns. This position provided the opportunity to wear many hats, while developing presentation and collaborative skills.

Created e-newsletters on loyalty programs. Expanded & managed web site remodel, print/web design & national marketing campaigns. Direct overall layouts, brand designs, and logo placement. Coding and new business. model new techniques to layout code for unique working menus, banners, and forms.

“Desarae was fresh out of college when we had her come join our team. She was hired out of a large pool of applicants because of her passion and desire to work in the business and learn from the team around her. She was more than willing to pitch in on anything and amazed me at her ability to fit in at all levels of the business. Her energy was second to none.” November 6, 2007
[michael kraabel](#), Interactive Creative Director, Gage managed Desarae at Gage

Gage

2007 - 2007

Intern

Responsible for a variety of tasks, developing concepts under direction of the art director; production for a variety of projects including, ads, brochures, websites, and catalogs. Prepare presentation boards, administrative work, and production art.

Tile x Design

06 / 2007 - 10 / 2007

Interior Design Intern

Interior design internship mentored by lead designer to organize materials, as well as present design concepts and materials to clients.

U.S. Marketing & Promotions

11 / 2001 - 07 / 2007

Promotional Brand Representative

Promotional Brand Representative for clients like Proctor & Gamble . Present and demonstrate new products to potential consumers with emphasis on sales, prepare/set up display(s) for clients.Travel to business and establish client relations.Accounting/Inventory skills.

US Army ROTC

01 / 2005 - 06 / 2007

Teacher's Assistant

Cheetah Graffix

08 / 2004 - 12 / 2006

Graphic Designer

Conceptual racecar design, logo placement, personnel management, as well as laid out features, departments, and created ads.

Iowa State University Extension Office

06 / 2004 - 08 / 2006

Fair Judge

Educate children in a developmental appropriate setting to determine Contestants Goals, encourage future development, and project quality help in the organization and planning of individuals county fairs. Judge art, home economics, and food entries according to skill set and age groups.

Midwest Flying Services

07 / 2005 - 04 / 2006

Lineman

Stuart Swimming Pool

06 / 2001 - 09 / 2004

Lifeguard

Airplane Supermarket Golden Circle Air

05 / 2003 - 06 / 2004

Internship

Decorate interior space appropriate for businesses daily operation and for entertainment of potential clients, re-organize office to better suit business needs, maintain floor display,

and understand basic flight procedures, maintain Airplanes. In exchange for regular ultra-light flight training.

Des Moines International Airport

08 / 2003 - 01 / 2004

Internship

Learn about department operations, assist in the upkeep of equipment, attend department meeting and training sessions to acquire the knowledge, skills, values, and experiences that would be necessary to peruse a career in the aviation, industry/airport fire department. Intern.

7 Flags Fitness and Raquet Club

12 / 2000 - 11 / 2003

Child Care Supervisor

HONORS

Dean's List, 2005 Citizenship Award, Naval Science Award and Scholarship, National Science Fair Finalist (Two Years), National Speech Award Winner

INTERESTS

Rock Climbing, Mountain Biking, Volunteering, Art, Design, Graphic Design, Snowboarding, Aviation, Friends, Family, AdFed, Church,

ASSOCIATIONS

Ad Fed, Ad Fed 2, MIMA, Grip Mentoring, WAM, Big Brothers Big Sisters

LANGUAGES

French (beginner), English (Fluent), German (beginner), ASL (beginner), Japanese (beginner)