



Marketing You

Date:

This FREE event is on Wednesday, February 15, 2012

Time:

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

6 - 8pm Portfolio review: Learn how industry pros view your work and how to make your portfolio jump off the pile.

Resume and interview tips: Recruiters from Digital People will guide you in marketing yourself in writing and face-to-face to gain an edge on other candidates.

Location:

Poor Richards, Club Room

8300 Normandale Blvd, Bloomington, MN 55438

RSVP:

Briana.mcguire@digitalpeople.net or call 612-373-2626

Please respond by February 10, 2012.

Special Guests:

Matthew Doty – User Experience Practice Lead – Life Time Fitness

Bart Heird – Creative Director - Aimia (formerly Carlson Marketing)

Vicki Wright - Independent Content Marketing Consultant

Jodi Hoffman – Sr. Manager Marketing, Brand Execution – Best Buy



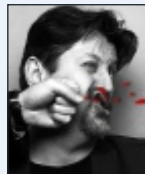
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Matthew Doty

As the User Experience Practice Lead for Life Time Fitness, Matthew has built a UX team within the organization and also established a user-centered culture. With a mastery of user-centered practice and theory, he has spent the better part of the last decade helping a variety of organizations understand their audiences, develop practical UX strategies and design great experiences.



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.



Jodi Hoffman

As senior manager marketing, brand execution, at Best Buy, Jodi acts as the principal relationship liaison with Best Buy's agency partners, guiding brand-right creative execution across multiple customer touchpoints. Hoffman's brand stewardship further extends to various other channels and workflows within the organization. Before taking this role in 2009, she was Best Buy's senior manager, visual communications.

"Eighty percent of success is showing up."

- Woody Allen