

# BRICE BOHRER CREATIVE



communications director  
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## EXPERIENCE

**Communications Director**—Westside Family Church, Lenexa, Kansas, 2006–present

- lead, inspire, and train a communications team responsible for design and production of print, web and video projects, including both paid employees and volunteers
- coordinate an on-going marketing strategy that combines current online trends such as twitter and blogs, with traditional means of communication
- manage a new visual branding system that assists department leaders and engages all areas of church promotions, including web, resulting in one unified Westside voice
- develop an annual communication budget contributing to 8 different accounts as part of an overall budget totaling over \$5 million
- serve on the Church Administrative Team that oversees more than 70 full and part-time employees, in addition to the 5000+ congregation
- sharpen design skills by continuing to create original communication pieces on an average of 60:40 ratio to director responsibilities
- created campaign materials generating \$4 million in one-time gifts and two-year commitments
- established a system to expedite internal communication requests and ensure on-time delivery

**Creative Director**—ER Marketing, Kansas City, Missouri, 2006

- balanced director duties of a full-time creative staff with designing and creating original print and multimedia projects, targeting a minimum of 75% billable time
- introduced a creative team manual containing everything from vision and goals to software and archiving procedures
- wrote creative briefs and led brainstorm and concept meetings

**Creative Director**—Coleridge Design, Kansas City, Missouri, 2003–2006

- directed and managed designers, production artists, copywriters, photographers, web designers and freelancers
- formulated training projects for the creative team, improving design and conceptual skills
- conducted daily production and scheduling meetings
- performed client administration and customer service on several key accounts
- delivered annual performance reviews to creative team individuals
- instituted a new scheduling and time management software increasing productivity and ensuring deadlines were met

**Designer / Art Director**—Coleridge Design, Kansas City, Missouri, 1997–2003

- created print and multimedia projects from conception and design to final production
- negotiated printing and handled press checks and paper specification
- directed and styled photography, both studio and location shots
- handled multiple projects simultaneously against challenging deadlines
- mounted and mocked up comps and presented to clients

**Community / Pro Bono**

- developed and instituted a church wide logo and identity program
- produced church promotional materials for special events and campaigns—including two capital giving campaigns resulting in a combined total in excess of \$8 million
- fashioned successful campaign materials for local school board nominee
- designed several CDs for local recording artists

## EDUCATION

Kansas State University, Manhattan, Kansas  
Bachelor of Fine Arts, Graphic Design, May 1997

*references available upon request*