

Denice M. Tegethoff

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Brand Strategist and Internet Producer

Denice has applied her creative thinking and business savvy to a multitude of projects and clients over the past 12 years. Her online and offline work has involved brand development, graphic design, and marketing communication efforts. Her education is derived not only from practical experience as well as academic. She possesses advertising degrees from the University of Texas and the University of Illinois, and is a college adjunct faculty member.

Areas of Emphasis

- Managing Corporate E-Commerce Website
- Email Marketing
- Website Design and Implementation
- Online Marketing Plan Development
- Website Information Architecture
- Online Brand Development
- Interactive Media Instruction
- Sales Collateral Design and Production

Professional Experience

Brand and Web Strategist, October 2004 – Current

Direct Selling Strategies, Chicago, Illinois

Work with direct sellers to develop online marketing strategies and campaigns, online branding, visual website designs, presentations for corporate sales events, as well as website interfaces and functionality.

Selected Achievements:

- Executed and monitored email marketing campaigns to independent consultants
- Developed brand identity strategy for direct sales start-up
- Developed corporate online marketing strategies for a direct sales start-up
- Created visual website designs for several corporate Internet/Intranet sites
- Developed functionality and user interface designs for a direct sales organization
- Produced PowerPoint presentations for company re-launch

Principal, December 2003 – Current

Brand Beacon, Park Ridge, Illinois

Design and deploy websites, as well as design and produce marketing collateral.

Selected Achievements

- Designed, produced and deployed small business corporate websites
- Designed and produced corporate sales collateral for local hospital
- Designed and produced marketing presentations for an advertising agency

Adjunct Faculty, July 2006 – December 2006, September 2008 – Current

International Academy of Design and Technology, Schaumburg, Illinois

Develop and teach instructional materials for web design and professional development courses.

Interactive Producer, October 2001 – November 2003

AtHome America, Alsip, Illinois

Coordinated and programmed corporate e-commerce website, designed and produced email marketing campaigns, developed information architectures, and created presentations for corporate sales events.

Selected Achievements:

- Developed information architecture for online order entry system and consultant Extranet serving 3000 consultants
- Designed and produced all public email campaigns, as well as managed email list of nearly 35,000 customers
- Coordinated and programmed content for both corporate and consultant websites (approx. 1800)
- Designed, produced and deployed website for corporate charity
- Served as liaison to external software vendors

Senior Brand Strategist, April 2000 – August 2001

WidePoint, Oakbrook Terrace, Illinois

As a senior member of the creative team, developed organizational brand strategies and implementations, developed production methodologies, created project proposals and budget estimates, developed website designs, and assisted creative team in the production of websites.

Selected Achievements:

- Conducted discovery and exploration for a client’s IT “Project Office” team to uncover, track and manage nearly 100 projects
- Developed methodology for web development work for 10 member Creative Services practice area
- Lead brand development workshops and requirements sessions with senior and middle management for a direct seller
- Developed branding strategy for re-launch of a direct seller, which included target audience development, content strategy, marketing strategy, website functionality plan, design direction
- Assisted iBuild production team with graphic and HTML implementation
- Developed proposals that included all related Creative Services activities, deliverables, costs and project timelines
- Developed website designs for corporate Intranets and Internet sites

Brand Analyst, January 1998 - March 2000

marchFIRST, Chicago, Illinois

Analyzed corporate website presence of regional and international organizations, developed strategies for audience development, marketing, visual design and informational design.

Selected Achievements:

- Analyzed and developed brand strategy for a Fortune 500 client
- Analyzed and developed brand strategy for a regional grocery chain
- Developed marketing and promotional strategy for a venture capital firm

Marketing Coordinator

Developed visual website designs, supported sales and marketing efforts, as well as designed and produced corporate sales collateral.

Selected Achievements:

- Developed Intranet visual design for a Fortune 500 client
- Developed Intranet visual design for an international insurance agency
- Developed sales team presentations in PowerPoint
- Planned and implemented multi-city corporate seminar
- Designed and produced corporate sales collateral, direct mail and multi-media presentations
- Coordinated corporate participation in trade shows and conferences

Advertising Manager, September 1994 - August 1995

The Gard Environmental Group of Companies, Carpentersville, Illinois

Designed and produced sales brochures, direct mail, label, corporate identity materials, and magazine ads.

Selected Achievements:

- Designed and produced labels for several new product launches and private labeled products
- Designed and produced magazine ads and direct mail pieces
- Promoted company products at various trade shows

Technical Knowledge

Adobe Acrobat	Adobe InDesign	Microsoft PowerPoint	FTP
Adobe Dreamweaver	Adobe Photoshop	Microsoft Word	CSS
Adobe Flash	Microsoft Excel	QuarkXPress	HTML
Adobe Illustrator			

Education

University of Texas at Austin

Masters of Art in Advertising, August 1997

University of Illinois at Urbana-Champaign

Bachelor of Science in Advertising, May 1994