

CADENCE CORNELIUS

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SUMMARY

Seasoned professional creative, decisive and organized strategist, and award-winning photographer with 10 years of creative direction experience. Articulate, optimistic and scrappy. Enthusiastic about growth; prefers working in dynamic, fast-paced environments.

EXPERIENCE

General Mills, Minneapolis, MN

November 2020 – Current

Content & Creative Strategist, Data & Analytics (DNA)

- Responsible for a broad range of digital creative content for an Agile test, learn and scale business model.
- Every 5 weeks lead creative strategy and development through ideating, planning and production.
- Ensure designs are optimized for target users, platforms, channels and technologies.
- Partner with creative cross functional teams and partners to leverage technology tools for platforms.
- Develop consumer-centered creative assets which have driven, on average, a 22% sales increase.
- Created Spanish language assets that generated a 39% increase in sales lifts.
- Developed a monthly newsletter to monitor and communicate digital marketing and design trends.
- Designed a learning guide to share with stakeholders, making DNA capabilities and learnings easily accessible.

Target, Minneapolis, MN

February 2020 – November 2020

Senior Designer, Social Media

- Strategize, concept, and execute native digital content inspired by consumer signals, using an editorial calendar for the following business categories:
 - Food & Bev
 - Beauty
 - Baby & family
 - Brand Love
- Created a new visual style guide to ensure best brand practices for all social platforms.
- Identified and created an external content creator pipeline, enabling work to shift during global pandemic.
- Built a creative library of brand specific stock imagery.
- Drafted creative briefs and provided art direction to external creatives to ensure digital content felt native to individual platforms.
- Responsible for identifying and executing on relevant digital and cultural trends.
- Collaborated with cross functional teams to ensure deliverables and campaigns exceeded benchmark KPIs.
- Reviewed and applied analytics into improvements to content approach, copy and design.

Target, Minneapolis, MN

September 2019 – February 2020

Marketing Manager-Contract, Strategic Partnerships

- Managed the relationship between Target and external creative agencies for three business categories:
 - Beauty
 - Home
 - Baby
- Responsible for managing and negotiating over \$5 million in agency fees; \$1 million in production fees.
- Processed over \$100 million in purchase orders for agencies and vendors.

Cadence & Eli, Minneapolis, MN

November 2008 – August 2019

Photographer | Creative Director

- Photographed over 125 clients annually, cultivated client experience and built relationships with new clients while maintaining relationships with former clients.
- Maintained authenticity of brand through annual style guide updates; utilized data and analytics when redesigning three web sites on an as needed basis.
- Responsible for the design, art direction, and management of shoots for commercial clients including:
 - University of Minnesota School of Law
 - American Heart Association
 - Intelligent Nutrients
 - Fox Sports North
 - Foodsby
- Developed monthly newsletter, utilizing A/B testing to generate repeat business and reach new clients.
- Ideated, designed and launched innovative social media, marketing campaigns, and community projects.
- Drove sales from \$30K to \$150K annually by overseeing business operations, strategizing long-term goals, and tracking revenue and expenditures across two businesses and four brands

EDUCATION

Bachelor of Arts (BA), The University of Iowa, Iowa City, IA. Major Communication Studies; Minor Spanish.

SKILLS

Adobe Creative Suite | HTML | CRM Software | Intuit QuickBooks | Figma | SAP | Google Analytics |