

Millicent Ludwig

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RELEVANT EXPERIENCE

YSS

Ames, IA

Marketing and Communications Director

November 2025 – Present

- Manage graphic design and video projects from start to finish, producing branded cross-platform assets
- Direct multi-channel marketing campaigns and visual communication strategies across print, email, web, and social media to advance regional program visibility
- Collaborate with internal leadership and external partners for high-impact visual storytelling materials
- Oversee content creation, ensuring consistent messaging and brand integrity across all networks

Marketing and Communications Coordinator

June 2024 – November 2025

- Designed and developed scalable content toolkits, graphics, videos, and promotional materials to support the execution of high-visibility regional events
- Executed multi-channel digital campaigns, utilizing graphic design and copywriting
- Monitored campaign performance analytics to recommend design and process efficiency improvements
- Produced and coordinated branded marketing assets for centralized and local initiatives

Massage Heights

Central Iowa

Content Designer

March 2025 – Present

- Design branded materials for social media and in-location use, including flyers, videos, and graphics
- Create and update operational forms while maintaining consistency with brand guidelines

Midwest Pano, LLC.

Story City, IA

Director of Marketing

January 2023 – February 2024

- Established the company's marketing department and developed company branding
- Managed the company website, social media pages, webinars, and email campaigns

Iowa State University Information Technology Services

Ames, IA

Digital Media Specialist

October 2021 – December 2022

- Developed digital communication content and strategies to highlight the implementation of enterprise resource planning system Workday Student at Iowa State University
- Interpreted qualitative survey data to determine key stakeholders' readiness for change

SKILLS

- *Key Skills:* Creative Direction, Mission-Driven Storytelling, Project Management, Brand Protection
- *Computer Skills:* Adobe Creative Cloud, Asana, Microsoft platforms, Mailchimp, Google Workspace, Canva, Wordpress, Zoho CRM, Zoho Campaigns, Zoho Social, LinkedIn, Facebook, Instagram, TikTok & more

EDUCATION

Iowa State University

Ames, IA

Bachelor of Science

December 2022

Public Relations, General Business Minor

Summa cum laude | GPA: 3.91/4.0