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# DAVID ORNELAS

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## PROFESSIONAL SUMMARY

Creative Marketing Strategist with 10+ years of experience driving brand growth and engagement through strategic storytelling, innovative marketing, and high-quality visual content. Proven expertise in graphic and web design, creative direction, and project management. Passionate about enhancing brand identity and delivering impactful campaigns across digital and print platforms.

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## CORE COMPETENCIES

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- Strategic Marketing & Planning
  - Creative Direction & Concept Development
  - Graphic & Web Design
  - Branding & Identity
  - Visual Content Creation
  - Collaboration & Communication
  - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD, Dreamweaver)
  - UX/UI design principles
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## PROFESSIONAL EXPERIENCE

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### Bryan Health, Lincoln, NE

May 2022 – Present

#### Marketing Specialist

- Enhanced Brand Recognition:** Led design projects for digital and print media, ensuring brand consistency and visual appeal, contributing to a 30% increase in brand recognition.
- Optimized Campaign Effectiveness:** Created marketing plans and tracked performance metrics, leading to a 25% improvement in campaign effectiveness.
- Boosted Community Engagement:** Orchestrated annual guest celebrity speakers on mental health and substance use topics, with attendance exceeding 3,000 people. Increased annual event attendance by 15% through strategic marketing and targeted outreach.
- Expanded Digital Reach:** Launched a digital campaign for mental health awareness, increasing community support resources by 25%.

### University of Nebraska-Lincoln, Lincoln, NE

Jan 2020 – May 2022

#### Graduate Teaching Assistant

- Enhanced Workshop Attendance:** Planned and managed student workshops that facilitated achieving desired objectives, leading to a 20% improvement in workshop attendance.
- Curriculum Development:** Developed new curriculum components that enhanced the educational experience for students, leading to a 10% increase in course satisfaction scores.

### Jacht Agency, Lincoln, NE

Aug 2021 – May 2022

#### Diversity & Inclusion Specialist - Lead Special Projects

- Increased Employee Satisfaction:** Improved agency culture, resulting in a 25% increase in employee satisfaction through focused diversity and inclusion efforts. Designed and implemented a diversity and inclusion program that improved employee engagement by 10%.
- Boosted Client Satisfaction:** Applied diversity standards across advertising campaigns, contributing to a 20% increase in client diversity satisfaction scores.

**Aztec Fox Creative, Lincoln, NE**

Jan 2018 – May 2022

*Freelance Art Director*

- **Award-Winning Campaigns:** Developed and executed marketing campaigns that led to Happy Raven Bar winning the title of Best Craft Beer Bar in the state for three consecutive years, increasing bar sales by 50%.
- **Cost Efficiency:** Managed budgets and collaborated with vendors to ensure effective campaign delivery, achieving a 10% cost reduction.
- **Expanded Online Engagement:** Expanded campaign reach through innovative digital marketing strategies, resulting in a 35% increase in online engagement.
- **Enhanced Brand Storytelling:** Developed creative content that enhanced brand storytelling, leading to a 20% increase in customer loyalty.

**Ameritas, Lincoln, NE**

Jan 2017 – March 2018

*Digital Product Owner*

- **Product Lifecycle Management:** Managed the product lifecycle from conception to launch, ensuring alignment with business goals.
- **Cross-Functional Collaboration:** Collaborated with cross-functional teams (designers, developers, marketers) to deliver product features.
- **Market Research and Analysis:** Conducted market research and competitive analysis to inform decisions.
- **Performance Tracking:** Defined and tracked key performance indicators to measure product success.

**Forgelight Creative, Lincoln, NE**

Jan 2015 – Jan 2017

*Director of Web Design*

- **Client Website Development:** Led the design and development of client websites, ensuring alignment with brand identity and client goals. Ensured all websites were optimized for speed, usability, and SEO.
- **Client Collaboration:** Collaborated with clients to understand their needs and translate them into effective web solutions.
- **Design Presentation:** Developed wireframes, prototypes, and high-fidelity mockups to present to clients.

**Sandhills Publishing, Lincoln, NE**

Dec 2013 – Dec 2014

*Web & Graphic Design Intern*

- **Visual Design Creation:** Designed websites, logos, and promotional materials.
- **Adobe Creative Suite Proficiency:** Gained proficiency in Adobe Creative Suite, focusing on enhancing images, creating illustrations, and designing layouts.
- **Web Development Skills:** Built user-friendly websites using HTML, CSS, and JavaScript. Created manageable CMS websites for clients, applying knowledge of web design principles and practices.

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## EDUCATION AND CERTIFICATION

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University of Nebraska-Lincoln, Lincoln, NE  
**Bachelor of Journalism | Major: Advertising and Public Relations**  
Minor: Latin American Studies, 2013- 2016

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## VOLUNTEER EXPERIENCE

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**Board of Directors**  
American Advertising Federation - Lincoln Chapter, Lincoln, NE, May 2018 – May 2020

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## LANGUAGES

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Fluent in both English and Spanish.