

# NICK SWENSTON

319.415.6970

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nickswenston.com

## Overview

Over a decade of experience leading and mentoring creative teams while managing brand portfolios across multiple industries.

Proven ability to drive impactful marketing strategies in collaboration with clients and senior executives.

Passionate about innovation and proactive to implement initiatives that deliver measurable results, enhancing brand visibility and driving growth.

Strategic and hands-on leadership style that empower teams to exceed expectations and aligns creative vision with business goals.

## Education

University of Dubuque  
BS, Computer Graphics  
and Interactive Media

## Owner/Chief Creative Officer Cleared To Brand

Dec. 2024 - Present

- Collaborated with clients as a marketing and design partner to elevate brand presence and performance.
- Led strategic brand positioning efforts to establish clear, compelling market identities.
- Executed integrated digital marketing strategies to drive awareness, engagement, and growth.
- Equipped clients with tools and frameworks to navigate competitive markets and build long-term recognition.
- Focused on delivering messaging that not only stands out but reaches the right audience with impact and precision.

## Head of Creative Clean & Simple Marketing

Jun. 2021 - Dec. 2024

- Directed creative team to launch multiple brand identities, consistently meeting project timelines and quality benchmarks.
- Partnered with clients to conceptualize and execute on-location shoots, ensuring brand vision and goals were achieved.
- Championed business innovation by implementing new equipment and processes, optimizing team performance.
- Advocated for and recruited top talent, strengthening team capability and creative output.
- Applied industry expertise to identify growth opportunities and drive brand expansion.

Experience continues on next page.

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## Owner/CEO VASED

Nov. 2020 - Jan. 2024

- Oversaw business operations, including financial management, inventory control, and vendor partnerships to ensure smooth, cost-effective processes.
- Created custom floral designs for high-profile events, building strong client relationships that led to repeat business and referrals.
- Spearheaded marketing initiatives and community outreach to enhance brand visibility and customer engagement.
- Trained and guided staff to uphold high standards of service and product quality, ensuring a consistently excellent client experience.
- Integrated innovative design trends and meticulously coordinated event logistics for seamless execution and impactful results.

## Media Specialist Amy Wienands Real Estate

Oct. 2019 - Apr. 2021

- Photographed, staged, and edited real estate properties, efficiently organizing and uploading high-quality images to MLS for optimal property presentation.
- Crafted engaging property descriptions and maintained direct communication with clients to ensure alignment with their vision and goals.
- Partnered with senior staff to develop targeted marketing strategies, enhancing property visibility and appeal.
- Proactively self-trained on industry best practices in real estate photography, continuously improving image quality and impact.

## Content Creator CITY Laundering Co.

Oct. 2017 - Oct. 2019

- Scheduled, directed, and edited video shoots, building strong client relationships to create impactful spotlight videos.
- Coordinated travel logistics and equipment setup, ensuring seamless video production for on-location shoots.
- Trained marketing team members on camera operation, enhancing in-house video capabilities and content quality.
- Collaborated on campaign strategies to drive engagement and growth, aligning creative assets with marketing objectives.
- Designed graphics for video promotions and managed daily social media content, consistently boosting brand visibility.

## Software

Adobe Creative Suite

Webflow

Wordpress

Markup

Asana

Slack

Zoom

Microsoft Office

More experience: [linkedin.com/in/nickswenston/](https://www.linkedin.com/in/nickswenston/)