

Nick Swenston

Email: nswenston@gmail.com | Phone: 319-415-6970

Portfolio: nickswenston.com

PROFESSIONAL SUMMARY

Creative leader with 10+ years of experience in graphic design, brand identity, and digital media. Expert in Adobe Creative Suite, macOS, and multi-platform campaigns. Proven ability to lead teams, develop brands from concept to launch, and deliver high-impact visual assets in fast-paced environments.

PROFESSIONAL EXPERIENCE

Owner / Chief Creative Officer

Cleared to Brand | December 2024 – Present

- Advise clients on branding, campaign strategy, and user-centered design through workshops, audits, and strategic planning
- Lead brand development (naming, identity, tone, architecture) ensuring consistency across digital and print channels
- Execute multi-channel campaigns (social, paid, email, SEO), optimizing visual assets for engagement and reach
- Deliver brand guidelines, toolkits, and training; collaborate with cross-disciplinary creatives on integrated campaigns

Head of Creative

Clean & Simple Marketing | June 2021 – December 2024

- Led brand identity and campaign development from concept to launch, managing designers, writers, and strategists
- Directed photo and video production, aligning creative execution with marketing objectives
- Improved efficiency by modernizing tools, upgrading equipment, and streamlining creative workflows
- Recruited and mentored creative talent, building a collaborative, high-performing team

Owner / CEO

VASED | November 2020 – January 2024

- Managed operations, budgets, and client relationships for a boutique floral and event design business
- Designed luxury installations for weddings and events, consistently exceeding client expectations
- Developed digital and grassroots marketing campaigns to grow brand awareness and engagement
- Built and trained creative teams; oversaw end-to-end event production

Media Specialist

Amy Wienands Real Estate | October 2019 – April 2021

- Produced listing media including staging, photography, editing, and post-production
- Wrote compelling property copy to support visual storytelling and buyer engagement
- Adopted new tools to improve image quality and workflow efficiency

Content Creator

CITY Laundering Co. | October 2017 – October 2019

- Built the company's first scalable video program, producing content from concept through post-production
- Created training, brand, and marketing videos aligned with business objectives
- Directed on-site production, trained internal teams, and produced supporting graphics and social content

EDUCATION

Bachelor of Science — Computer Graphics & Interactive Media

University of Dubuque | May 2011