

**JOE HAYES**  
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**Professional Objective:**

To contribute to the success of an aggressive, dedicated communications and marketing team with breakthrough creative concepting, copywriting, social media messaging and audio/video production.

**Professional Experience:**

COMMUNICATIONS DIRECTOR

**Conservation Districts of Iowa**

October 2019 to Present

- Enhance and promote the environmental sustainability goals of the Conservation Districts of Iowa (CDI) and each individual Iowa Soil and Water Conservation District's (SWCDs) capacity to address conservation of soil and water resources by designing and implementing effective communications strategies and materials.
- Assist CDI and SWCDs in marketing new soil conservation practices, water quality improvement actions and soil health improvement through print, video and online media.
- Plan and conduct public meetings to gather public input into soil conservation and water quality concerns.
- Consult and lead seven of the most populous Iowa counties in developing and implementing five-year Soil and Water Resource Conservation Plans.
- Creation – from concept to copy to layout on MSWord – of monthly *CDI Connections* newsletter and topical brochures.
- Management of social media platforms and CDI website ([www.cdiowa.org](http://www.cdiowa.org)).

## CREATIVE DIRECTOR/PRODUCER

### **Capital City Media, LLC (July 2018 to October 2019)**

*Freelance messaging, copywriting and creative direction. Most recent work:*

- Copywriting, editing and creative consulting for the *Greater Des Moines Waters Trail and Greenways Plan*, advocating options in governance and funding that would successfully give rise to a region-wide park system that increases collaboration among jurisdictions within Central Iowa.
- Development of marketing/advertising themes and multi-media messaging concepts for *Predictive Health Partners*, an employee health insurance business leveraging real-time data, predictive analytics and AI to improve employee health and corporate cost efficiencies.
- Creative messaging, promotions and online social media consulting — including development of the company name — for a Des Moines-based EOS (Entrepreneurial Operating System) start-up company.

## ASSISTANT VICE PRESIDENT/SSSO (WRITER/PRODUCER)

### **Wells Fargo Home Mortgage (June 2008 to July 2018)**

- Direct the creation of activities-focused video and audio communication tools that provide a national audience of internal WFHM sales associates with outstanding insights for enhancing sales productivity.
- Dedicated audio and video writer/producer for the WFHM Sales & Service Systems Office (SSSO).
- Management of three internal WFHM website communications tools providing primary and supplemental content to sales team managers and associates, including creation of informational/educational copy, audio and video.

**CREATIVE DIRECTOR, WRITER/PRODUCER**

**Solutions, Inc., Johnston, IA (May 2004 to June 2008)**

- Leadership and management of a six-person creative team — including artists, writers and production specialists — in the development and delivery of outstanding creative for print, broadcast and internet media.
- Responsible for concepting and writing dynamic newspaper, magazine, television and radio advertising, corporate image and educational videos, response-driven direct mail, marketing collateral material and integrated internet creative in a team-oriented environment.
- Advise regional and national clientele regarding sound marketing, branding and communications strategies that achieve maximum performance for promotion dollars.

**BROADCAST CREATIVE DIRECTOR, SR. WRITER/PRODUCER**

**The Integer Group, Des Moines, IA (November 1998 to May 2004)**

- Responsible for concepting, writing and producing corporate image, educational, product knowledge and training videos and television and radio commercials for regional and national clientele.
- Oversight of production and quality control of four-person team in an in-house audio/video production facility.

## CREATIVE DIRECTOR

**Relationship Marketing, Urbandale, IA (October 1997 to November 1998)**

- Leadership of a seven-person creative team in the development of one-on-one advertising and marketing materials.
- Major account assignments included agricultural seed, medical insurance, employee legal, automobile dealership, arts education and personal finance companies.

### **Education:**

Augustana University, Sioux Falls, SD. Bachelor of Arts Degree, double major in Business Administration and Journalism.