



craig j weiland

48 N. Cedar Lake Drive West
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work experience

mfa incorporated, november 2008 to present.

Art Director. Responsible for design and layout of Today's Farmer magazine, along with all corporate and product brand management. Develop logos, advertising, packaging, marketing materials, brochures, booklets, signage, vehicle livery, corporate identity standards and any other graphic design needs required by the cooperative. Designed Web site layout (for implementation by IT) and created graphics for app development (implemented by a New Media Editor). Art directed photo shoots in our in-house photography studio. Oversee the production of a recurring sale flyer (seven times annually) which is distributed region-wide to a multitude of publications. Produce multiple annual publications such as the MFA Agronomy Guide and Seed Guides. Maintain positive working relationships with numerous department heads and senior management to see to their design and advertising needs. Assist with copyediting of Today's Farmer before final delivery to press.

university of missouri - columbia office of research, august 2003 to november 2008.

Senior Multimedia Specialist. Was responsible for creative direction, information architecture, coding and deployment of all online content, requiring extensive reorganization and redesign of existing content. Maintained Web sites for 10 Office of Research departments. Designed and created an online multimedia version of the Office of Research magazine, Illumination, which included the writing and production of Flash-based audio/visual features. Served on a campus-wide Web Task Force to standardize and codify design and identity guidelines for MU Web sites.

choreomedia, august 2001 to present.

Owner/Creative Director. Responsible for creative direction and production of all projects, primarily Web sites but also research projects, print projects, logotypes and other assorted design and consulting services. Conducted surveys and produced reports for a variety of research projects.

vangel associates, june 1997 to june 2001.

Art Director/Systems Manager/Webmaster. Was responsible for art direction of projects such as print advertisements, television commercials, radio spots, video production, brochures & other collateral materials, corporate identity standards and Web sites. Created and maintained the agency's Web site. For client Web projects, responsibilities included usability surveying & testing, graphic design and HTML coding/debugging. Was responsible for supporting and troubleshooting the office's network of Macintosh hardware, software and peripherals.

visionworks, march 1995 to june 1997.

Co-Owner/Creative Director. Was in charge of all creative output from the company, and acted as systems manager.

education & professional development

university of missouri - columbia

Master of Arts in Journalism, Strategic Communication focus, December 2007

Bachelor of Arts in English, Creative Writing focus, December 1996

Leadership Columbia, Class of 2001

honors & recognition

Top Writer, Quora.com, 2012, 2013, 2014

Silver Award of Distinction, International Academy of Visual Arts, 2013

Gold MarCom Award, 2013

Jurist, George W. Haggard Memorial Journalism Award, 2013

Member, Kappa Tau Alpha Honor Society, 2007-present

CASE Circle of Excellence Gold Medal, Illumination Web site, 2008

CASE Circle of Excellence Bronze Medal, Illumination Web site, 2006

ADDY "Best of Show" Award, Illumination Web site, 2005

ADDY "Best of Show" Award, Steve Twitchell Production Web site, 2003

District Gold ADDY Award, Cygnus Web Development Web site, 2002

ADDY "Best of Show" Award, Choreomedia Web site, 2002



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references

alex rico

**Team Lead, Creative Services
Cerner Corporation**

10236 Marion Park Drive
Kansas City, MO 64137
816 446-1171 office
305 205-4640 mobile
alex.rico@cerner.com

I've known Alex for 12 years
as a close personal friend.

janice schuerman

**VP Corporate Services (retired)
MFA Incorporated**

Chapel View Stables
4701 W. Chapel Drive
Columbia, MO 65202
573 445-2677 home
573 864-6773 mobile
chapelview@aol.com

Janice was my boss' boss at MFA Incorporated since I was hired there. She worked at MFA for 46 years, ultimately serving as Vice President of Corporate Services and Board Secretary until her retirement in March, 2015.

patrick hanna

**President/Creative Director (retired)
Hanna Stanley St. John Advertising**

600 Third Street
Boonville, MO 65233
660 888-2242 mobile
c.patrickhanna@gmail.com

Pat and I have been friends and colleagues for nearly 20 years, since when he was a principal at Hanna Stanley St. John. I did freelance design work for him at Hanna Stanley before his retirement, and today he often consults and does freelance illustration for me at MFA when the opportunity arises.

lisa fischer

**Director of Marketing
CheckmarcUSA**

1316 Old 63 South, Ste. 102
Columbia MO 65201
573 442-9151 office
lisa@checkmarcusa.com

I've known Lisa for over ten years. In addition to her fulltime position at CheckmarcUSA, she teaches a capstone marketing class as an adjunct professor at the University of Missouri School of Journalism. Lisa regularly invites me to audit her students' presentations and offer critique and advice.