

SOMMER JACOB

CREATIVE. STRATEGIC THINKER. RELATIONSHIP BUILDER.

An experienced, hard-working, creative, adaptable, detail-oriented and committed leader skilled at creating transformative and authentic brands. Over 25 years of experience, dedication, entrepreneurship and volunteerism illustrates my passion and enthusiasm for the advertising industry.



EXPERIENCE

STRATEGIC VISIONARY

Turn thoughts into action.

Easily absorbs and analyzes information to make insightful and sound decisions. Quickly spot relevant patterns and issues, seeking alternative ways to progress when faced with challenges or obstacles. Inspires others with goals and visions of the future.

FOCUSED

Prioritize, then act.

Able to take a direction, follow through and make corrections necessary to stay on track.

LEADER & INFLUENCER

Take charge, speak up and make sure others are heard.

Able to recognize unique qualities of individuals easily, build strong relationships and inspire different personality types to cultivate strong teams and work together productively.

LIFE-LONG LEARNER

*Continue to learn.
Continue to improve.*

Seeks continued improvement and enjoys the process of learning, rather than the just the outcome.

CREATIVE AGENCY OWNER

2012 - Present | Studio North, Bismarck ND

- Responsible for multiple clients brand development, marketing strategies and direction
- Execute creative, production, media planning and buying, research, digital, HR, finance and legal matters
- Accountable for promotion, development and overall direction, success and growth of agency
- Meet with potential new clients and manage on-going client relationships and contracts
- Sustain efficient workflow and productivity to ensure both profitability and satisfied clients
- Inspire, lead, direct and oversee creative teams
- Track profitability, deliverables, timelines and budgets
- Hire, train and retain creative staff/subcontractors
- Continuously seek and learn about leading edge and upcoming industry trends, technology and popculture to remain relevant and fresh
- Network with key professionals, recruit and develop partnerships with industry experts
- Prepare and plan ahead to better meet the challenges of a fast-changing work environment
- Identify potential risks or areas of problems/issues, determine cause and quickly reorganize, prioritize and pivot to overcome them without getting overwhelmed or agitated
- Maintain calm and levelheadedness in high stress situations such as changing deadlines or urgent situations to further business objectives
- Meet challenging deadlines while still producing top-quality work

PRESIDENT/CEO

2008 - 2020 | Northland Concrete & Excavation, Inc., Bismarck ND

- Planned and developed business growth objectives and policies
- Coordinated functions and operations between divisions and departments, and established responsibilities and procedures for reaching desired objectives
- Reviewed activity reports and financial statements to determine progress and status in attaining objectives and revised objectives and plans in accordance with current conditions
- Planned and developed labor and public relations policies designed to improve company's image and relations with customers, employees, and public
- Planned, executed and measured effectiveness of all marketing and advertising activities to perpetuate business growth
- Carried out responsibilities in accordance with industry policies and applicable laws
- Interviewed, hired, trained and evaluated employees performance
- Implemented quality control standards, addressed complaints and resolved customer and employee issues

MARKETING DIRECTOR

2005 - 2012 | ND Army National Guard, Recruiting & Retention Command (RRC), Bismarck, ND

- Developed, implemented and evaluated effectiveness of strategic marketing plan and programs that supported the mission and state-level marketing efforts
- Determined and tracked expenditures to ensure accountability of funds related to purchases or activities
- Planned, organized and coordinated all statewide events



EXPERIENCE CONT'D

- Researched, designed and produced printed materials to promote the ND Army National Guard and strengthen its recruiting and retention efforts
- Drafted editorial copy for statewide publications, press releases and all marketing materials
- Supervised and coordinated with Mobile Recruiting Office employee for RRC events
- Interviewed, advised on selection, trained, supervised and directed Marketing Department staff
- Acted as direct liaison between Public Affairs Office (PAO) and/or media outlets and RRC
- Evaluated and advised on departmental needs such as upgrades to software, printers, paper, supplies, etc.

SPECIAL PROJECTS SUPERVISOR

2005, Lee Enterprises, Bismarck, ND

- Interviewed, hired and trained sales staff members
- Determined workloads and assignments for inside sales team
- Set and encouraged meeting of sales goals
- Directed creative staff regarding design of ads and publications
- Determined placement of special sections for multiple newspapers
- Sold and approved ads for special publications
- Created printed materials for staff to use as sales tools

GRAPHIC DESIGNER/ART DIRECTOR

2004 -05, Botanical Silk Accents Inc., Mandan, ND

- Designed promotional materials for silk plant, floral and tree manufacturer
- Trained and supervised graphic design assistant
- Photographed products, cleaned and logged images for later insertion into promotional materials.

GRAPHIC COORDINATOR

1999 - 2004, South Dakota Department of Tourism and State Development, Pierre, SD

- Designed and produced marketing collateral to promote state government agencies and objectives
- Drafted and secured print bids with Office of Purchasing and Printing
- Monitored and approved project expenses
- Chaired and/or active member of committees such as the Governor's Tourism Conference, Pheasant Hunt and Buffalo Roundup

GRAPHIC ARTIST

1998 - 1999, Lee Enterprises, Bismarck, ND

- Worked closely with ad reps and clients to produce effective ads for daily newspaper and multi-page inserts
- Continuously met tight deadlines, utilizing strong organizational and creativity skills

GRAPHIC ARTIST/ADVERTISING SALES ASSISTANT

1997 - 1998, North Dakota Newspaper Association, Bismarck, ND

- Designed and produced display ads in North Dakota and surrounding state newspapers, including copy writing
- Created quotes and met with clients and communicated with various newspaper personnel concerning production, billing and placement of ads



EDUCATION

BISMARCK STATE COLLEGE

Commercial Art - 1997



SKILLS

Proficient in usage of software:

- Adobe InDesign, Illustrator, Photoshop, Acrobat
- Microsoft Outlook, Word, Excel and PowerPoint
- Intuit Quickbooks



INTERESTS & ACHIEVEMENTS

- Vistage International CEO Group - Past Member
- SCORE Volunteer Mentor
- Women's Leadership Graduate
- 40 Under 40 Award Winner
- Contributing Writer to Statewide Business Publications
- Center for Technology & Business: Women Owned Business Certified
- National Association of Professional Women Member
- Founding Member of Power of 100
- BisMan Stiletto - Founding Member and Past President
- Bismarck-Mandan Exchange Club - Past Secretary
- Young Professionals Network - Past Member
- Bismarck AdFed Board - Past Vice-President
- Bismarck Symphony League Board - Past Communications Chair
- Charter member of Oahe Optimists Club, Pierre, SD
- Goosefest Committee, Pierre, SD - Past Member
- Recruited friends/funding for American Cancer Society's Relay for life - Bismarck/Pierre
- Member of North Dakota Veteran's Stand Down Committee
- Toastmasters - Past Member
- Master Networks - Past Member

