



Many Bears

C R E A T I V E

Ellen Sundell

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Professional Summary

I am a highly-seasoned design professional with expert-level creative talent & business polish • an inspiring team leader with sky-high organizational & project management practices, and exceptional mentoring capabilities for multi-generational & multi-functional teams • I move the direction of "best" rather than "easy".

My aptitude, experience & leadership utilizing LEAN practices to create the most efficient business processes rounds out my talent as a creative director.

Bottom line, it's all about working my hardest • inspiring & discovering the best in people • gaining, maintaining & transferring knowledge • building strong relationships.

Owner & Creative Director Many Bears Creative

6/2017 to Present

**Web & Graphic Design; Social Media Marketing;
Product & Portrait Photography; Art Direction &
Illustration for Print, Digital, & Film.**

My clients include Animal Adventure, Mili Life, Now What Studios, Bali Malas, Yoga on the Rock, Good Vibrations Yoga, Soul Bird Yoga, Debbie Cohen Yoga, Aida Consulting, RMC Learning Solutions, SRA Bank, 5Core Capital, Star Bright Blessing Co, Isis Designed, De Bella Photography.

Software Proficiencies

Adobe: Illustrator, PhotoShop, InDesign, Premiere Pro, Rush, Spark Post; SolidWorks (3D CAD); Microsoft: PowerPoint, Excel, Word, Outlook; Google: Docs, Sheets, Forms; Buffer, Sprout Social; Constant Contact, Mailchimp; Wordpress, Wix; Vimeo, YouTube; Livestream Studio.

Career Highlights

Digital Communications Manager

Hennepin Avenue United Methodist Church (Minneapolis, MN)

2/2019 to Present

Web & Graphic Design, Social Media Marketing

haumc.org • facebook.com/HennepinAvenueUMC

instagram.com/hennepinaveumc • twitter.com/HennepinHope

- Design web pages & maintain website.
- Design logos & branding for the teams & ministries of the church.
- Design artwork for the outdoor electronic billboard; events hosted by the church; sermon series-themed artwork; print & digital ads; art & videos for social media posts, email newsletters, digital ministries.
- Plan, concept & execute the social media strategy; weekly data capture & analysis for all of the various social media platforms.
- Manage the work of the seasonal interns in social media marketing.

Creative Director, Product Development • LEAN Advisor

DecoPac, Inc. (Anoka, MN)

10/30/2000 to 5/28/2017 (Freelanced until hired on 4/23/2001)

- As Creative Director, over many years at DecoPac, I supervised designers, product development managers & coordinators, delegating projects & managing workloads for a team averaging in number to be about 21.
- As a Product Development Manager, I worked with Licensors (including Disney, Mattel, Warner Bros, Sanrio, Nickelodeon & many more!) to develop appropriate licensed products for the category. Monthly business trips with Marketing Managers to licensor planning and concepting meetings.
- I worked with Manufacturers (both International & Domestic) & Purchasing team, to produce affordable, food- and child-safe, timely products.
- As lead LEAN Advisor, I developed LEAN training materials and implemented training sessions for Office and Warehouse employees. I oversaw a team of 14 LEAN Advisors, trained to lead cross-functional teams on process improvements, and the company's continuous improvement initiative. I maintained membership and participation in AME.org.
- As an artist, I illustrated & designed all manner of logos, print materials, tradeshow displays & product designs (Seasonal & Licensed). I worked closely with Marketing Managers as I developed product & cake designs (Seasonal & Licensed). I directed photo shoots & press checks.



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Career Highlights (continued)

Creative Manager

Nordic Ware (St Louis Park, MN)

12/1999 to 10/2000

- Directed team of creatives & food stylists.
- Designed logos, advertisements, catalogs & flyers, sellsheets, product packaging, point-of-sale materials.
- Directed photo shoots, press checks.
- Participated in new product development.
- Obtained printing bids & print vendors.
- Clients included Martha Stewart, Williams-Sonoma.

Art Director, Advertising

International Design Center (Minneapolis, MN)

4/1994 to 11/1999

- Designed logos, advertisements, flyers & sellsheets, direct mail pieces, business forms, indoor & outdoor retail signage.
- Directed photo shoots, press checks.
- Managed & maintained the Home Accessories Department.

Professional Education

University of St. Thomas (Minneapolis, MN)

Mini Master of the Lean Enterprise

5/2014

School of Communication Arts (Minneapolis, MN)

Computer Graphic Design

3/1997

Normandale Community College (Bloomington, MN)

Web Design Software Certification

10/2017

Anoka Ramsey Community College (Coon Rapids, MN)

Fine Arts & Glassblowing

9/1990 to 3/1991

University of Minnesota (Minneapolis, MN)

Fine Arts

9/1989 to 6/1990

Fitness / Wellness Experience

Yoga Center (Retreat) of Minneapolis (Minneapolis, MN)

E-RYT 230 Teaching Certification

12/2017

Experienced Yoga & Meditation Teacher;

Certified Yoga Educator; Group Exercise Instructor

2009 to Present

YMCA of the North

Good Vibrations Yoga

Yoga Center Retreat

E-RYT 200 Yoga Center of Minneapolis – Sivananda, Vinyasa, Yin, Gentle, Little Lotus™ Kids' Yoga, Meditation.

ACE Group Fitness Instructor – Yoga, Pilates, Group Cycling, Barre, PiYo™, WaterEx, Muscle Stretch & Release.