



DAVE WINDISCH

DAVEWINDISCH.COM · DWINDISCHJR@GMAIL.COM · 317.908.4975

DESIGN • MARKETING • STORYTELLING PROFESSIONAL

SKILLS

Communications
Management
Content Creation
Digital Marketing
Branding
Project
Management
Campaign
Management
Campaign
Development
Media Relations
Guest Relations
Adobe Creative
Suite including
Photoshop,
InDesign &
Illustrator

Dedicated designer, storyteller, and communicator. Experienced in organizational and event marketing. Expertise in developing and implementing innovative long-term and daily marketing strategies aligned with the event, brand, and mission. Forward-thinking, holistic, and resourceful problem solver. Able to target current and expanding markets through social, digital, and print strategies. Driven to tell inclusive stories and experiences that benefit the community through diverse engagement strategies.

DIRECTOR OF MARKETING

October 2014 - Current

Franklin Heritage, Inc. | Franklin, Indiana

- Attract and grow audiences with polished and engaging marketing materials including print, social, e-news, video, podcast, and app platforms including WFYI, DoStuff, and WTTS.
- Create, plan, and manage content and visuals for 6 social media platforms with nearly 3 millions views so far in 2026 while collaborating with cross-department staff to align marketing materials.
- Craft marketing material and content in consistent tone and brand voice across multiple channels using Adobe Suite software for more than 100 events annually
- Initiate brand expansion into 20 neighboring counties and regions through updated marketing audiences and aligned partnerships.
- Curate content to enlarge social media growth by 500% in 12 years
- Implement messaging to quadruple membership program participants over 12-year timeline.
- Identify growth potential and audience trends leading to annual programming increasing from 8,000 guests in 2014 to more than 70,000 in 2025 - a growth of 775%.
- Manage projects of various sizes with consistent skill, dedication and attention to detail, keeping teams on track and deliverables on schedule to meet targets.
- Enhance customer relationships from initial contact through continuous engagement by spearheading successful, multifaceted marketing plans across multiple channels.

LEAD DESIGNER / PROJECT MANAGER

July 2023 - present

Essential Sequential | Springfield, New Jersey (remote)

- Collaborate with worldwide-based illustrative artists to design, direct, and edit career spanning retrospectives and select premium images to represent their creations and bodies of work to a dedicated audience of worldwide followers.
- Art direct cover creation, publication design, edit creative content, research and review copy, coordinate final deliverables for legal and editorial review.
- Communicate and coordinate print needs for worldwide distribution with overseas based production house.

ART DIRECTOR / PRODUCTION MANAGER

July 2012 - October 2014

NUVO Newsweekly | Indianapolis, Indiana

- Produced visually engaging journalism by leveraging expertise in typography, iconography, color theory, and digital design while directing visual presentations to increase street-level engagement.
- Lead and manage a team of three visual journalists.
- Led creation and delivery of design solution documentation to support marketing campaigns and product launches.
- Negotiated contracts with printers and suppliers to keep expenses within, or below, annual budgets.



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ADVERTISING DESIGN MANAGER

March 2007 - July 2012

Daily Journal | Franklin, Indiana

- Managed and guided employees to reach company objectives while balancing workloads and delegating tasks.
 - Produced customer specific designs to elevate business presence in print materials.
 - Cross-trained staff in secondary roles to expand operational diversity.
 - Designed and formatted the South Magazine material for a targeted and ongoing marketing presence.
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EDUCATION

B.S. in Computer Graphics Technology

Purdue University, West Lafayette, IN

Studio arts

Communications

PROFESSIONAL AND COMMUNITY ASSOCIATIONS

Franklin Public Arts Advisory Council 2021-present

- Active council member promoting expansion of public arts within the community.

Bargersville Municipal Art and Culture Commission 2026

- Active council member of inaugural town board focusing on future planning and implementation of an active arts and quality of place groundwork.

Johnson County Community Foundation 2017-2026

- Color the County mural lead responsible for on-site completion of annual community mural program.

Heartland International Film Festival advisory board 2022-23

- Participate in an advisory roll assisting with marketing and strategic growth initiatives.