

Summer Foote

Marketing Strategist and Creative Leader

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Portfolio: summerfoote.com

Helping organizations communicate complex ideas through thoughtful strategy, compelling content, and purposeful design

Marketing and creative leader with 15+ years of experience translating complex business challenges into clear, engaging marketing that strengthens brands, supports growth, and drives audience engagement. Combines a foundation in journalism with expertise in branding, content strategy, and visual communication to create materials and experiences that inform, engage, and inspire action.

Core Expertise

- Marketing strategy
- Brand strategy & governance
- Multi-channel campaigns
- Marketing Communications
- Thought leadership
- Content strategy
- Executive messaging
- Creative Direction
- Graphic Design & UX

Professional Experience

Creative Director

Business Talent Group / Heidrick & Struggles | 2019–present

Progressive roles: Creative Director; Senior Marketing Communications Specialist; Communications & Design Specialist

Lead marketing and creative initiatives for the interim talent business of a global leadership advisory firm, helping transform executive expertise and complex business insights into clear, engaging content and campaigns that support business growth

- Directed the creative execution of a multi-year post-acquisition brand transition, evolving messaging, visual identity, and brand standards to align two brands while maintaining audience trust and continuity
- Partnered with executives to shape and amplify thought leadership, translating business concepts into reports, playbooks, presentations, articles, digital campaigns, and other marketing assets that strengthened brand authority and market engagement
- Conceived and led the development of three flagship thought leadership playbooks, directing strategy, content, creative execution, and LinkedIn campaigns that generated 1,458 qualified leads and contributed to new business opportunities
- Managed and mentored an in-house designer, overseeing creative quality and the successful delivery of concurrent marketing initiatives
- Supported live and virtual events (sales and recruiting) with booth design, banners and signage, collateral, swag, and presentation development
- Led the strategy, content, creative development, and performance measurement for BTG's social media presence and launched an employee advocacy program

Graphic Designer

Northwest Regional Primary Care Association | 2014–2019

Supported a federally qualified healthcare organization with marketing design that informed members, advanced advocacy efforts, and strengthened organizational visibility

- Developed marketing collateral and materials for conferences and events, reporting, and member engagement across a four-state region
- Managed projects from concept through production while balancing competing priorities and deadlines

Independent Marketing & Creative Consultant | 2014–2019

Partnered with startups, nonprofits, political campaigns, and small businesses to strengthen brands through marketing strategy, visual communications, and creative execution

- Developed branding systems and marketing assets that helped organizations launch, grow, or reposition their market presence
- Created a cohesive visual identity and campaign materials for a congressional candidate, translating policy priorities into compelling voter communications
- Modernized established brands while preserving recognition and trust during transitions and transformations

Earlier Editorial and Communications Experience

Built a foundation in research, interviewing, writing, editing, and visual storytelling

- Department Editor — *Vox Magazine*
- Online Assistant City Editor & Teaching Assistant — *Columbia Missourian*
- Health, Science & Environment Reporter — *Columbia Missourian*
- Information Specialist — University of Missouri Graduate School

Education

Bachelor of Journalism, University of Missouri, 2005

Graduate coursework in strategic communication

Technical Skills

- **Design & Creative:** Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Animate, After Effects, Acrobat), Figma, Canva
- **Web & Digital:** WordPress, HTML/CSS, SEO
- **AI:** Generative AI & AI Agents (copywriting, research, and marketing workflows)
- **Productivity:** Microsoft Office/PowerPoint, Google Workspace