

# Misti Stelter

Creative leader connecting strategy, storytelling, and design to develop integrated marketing across B2B and B2C brands. Passionate about transforming complex ideas into clear, engaging communications that strengthen brands and help organizations connect with their audiences.

## Contact

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## Core Skills

- Art Direction
- Integrated Marketing
- Brand Communications
- Creative Leadership
- Storytelling
- Copywriting
- Video Production
- Sales Enablement
- AI-Assisted Workflows

## Software

- Adobe Creative Cloud
- Microsoft 365
- HubSpot
- Shopify / Wix
- AI Creative Tools

## Certifications

- **DMIP Certificate**  
Sept 2023 / Girls in Marketing  
(<https://bit.ly/DMIP-Cert>)
- **Art Direction Certificate**  
Nov 2022 / ELVTR  
(<https://bit.ly/AD-Cert>)

## Experience

- **Legends Marketing & Sales** // Brookfield, WI  
Feb 2023 - July 2026

### Senior Art Director

Planned, wrote, designed, and produced integrated marketing across digital, print, web, video, social media, email, trade shows, packaging, and sales collateral.

Collaborated with executives and subject matter experts to translate complex ideas into clear and engaging content.

Developed creative systems, templates, workflows, and AI-assisted processes that supported consistent, high-quality creative execution.

Managed and mentored junior creative staff

- **Sellars** // Milwaukee, WI  
Jan 2013 - Feb 2023

### Art Director

Managed the in-house creative team while leading integrated marketing and brand communications supporting sales, product development, recruitment, and internal communications. Advanced through multiple promotions based on performance and accomplishments.

### Senior Graphic Designer

### Graphic Designer

### Production Assistant

- **Veolia Environmental Services** // Milwaukee, WI  
May 2011 - Nov 2012

### Graphic Designer, Sales & Marketing

Supported nationwide sales and marketing initiatives for an \$840M organization while strengthening brand consistency and streamlining creative workflows.

## Education

- **Concordia University-Wisconsin**  
Bachelor of Arts, Graphic Design  
Marketing Minor
- **Milwaukee Institute of Art & Design**  
Co-op student program via  
Concordia University-Wisconsin