

LEVI MEYER

(970) 234-0778 • [linkedin.com/in/lvimyr](https://www.linkedin.com/in/lvimyr) • lvimeyer@gmail.com • portfolio: levimeyer.co

PROFILE

Arts-focused educator, digital strategist, and entrepreneur with 10 years of experience supporting cultural institutions, nonprofits, and higher education. Integrates design thinking, value proposition design, and Universal Design for Learning (UDL) principles into both teaching and digital practice. Builds user-centered, entrepreneurial frameworks that expand access to the arts, strengthen audience connection, and prepare students for careers in creative and mission-driven industries.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI **2025**
Master of Arts-Business: Bolz Center Arts & Creative Enterprise Leadership

Colorado Mesa University, Grand Junction, CO **2015**
Bachelor of Arts, Mass Communication

TEACHING EXPERIENCE

Madison College, Madison, WI **06/22 - Present**
Marketing Instructor, School of Business Applied Arts

Teach marketing and digital design courses in a live online environment, integrating design thinking, value proposition design, and Universal Design for Learning (UDL) to support inclusive, applied learning. Courses emphasize creativity as a structured, learnable process, encouraging iterative problem-solving, experimentation, and real-world application. Students develop portfolio-ready work through project-based assignments grounded in marketing objectives, user empathy, and accessibility.

Courses Taught:

Marketing Design Strategies **01/23 - Present**

Introduces marketing communication through design principles, emphasizing audience identification, message creation, and visual storytelling. Students apply creativity and innovation techniques to develop professional design solutions using current and emerging technologies, culminating in a comprehensive final project and case study.

Marketing Digital Design **06/22 - Present**

Focuses on digital design, usability, and accessibility through hands-on development of digital marketing materials. Students learn to apply user-centered design principles and accessibility standards while building creating marketing deliverables, with an emphasis on empathy, usability, and real-world application.

PROFESSIONAL EXPERIENCE

Overture Center for the Arts, Madison, WI **08/25 - Present**
Website Administrator

- Manage high-traffic arts website, digital ticketing paths, and accessibility initiatives.
- Develop digital marketing and design strategies to increase audience reach and programmatic impact.
- Educate editorial and programmatic staff best practices for digital strategy and accessibility.

Levi Meyer Design, Madison, WI **09/21 – 5/25**
Marketing Strategist, Engagement Specialist

- Founded strategic digital marketing consultancy serving clients in education and nonprofit sectors.
- Developed digital marketing, SEO, and brand strategies to help organizations achieve dual bottom-line outcomes.
- Led business development initiatives, rebranding, and service expansion to ensure sustainability and growth.

Buffalo Bill Center of the West, Cody, WY **04/19 - 08/21**
PR & Marketing Manager

- Oversaw a \$250K omni-channel marketing budget and led a team of designers, communications specialists, and interns.
- Increased community engagement via program development, including "First Friday" series attracting 800+ monthly attendees.
- Served as Co-Chair of Audience Research Committee and Co-Member of Diversity, Equity, Accessibility, and Inclusion (DEAI) Committee to advance institutional knowledge and inclusivity.

Madwire Marketing 360, Fort Collins, CO **11/16 - 03/19**
Lead Content Marketing Manager

- Managed a team of content writing specialists and a \$1.2M client book.
- Developed content writing, web design, and SEO strategies generating \$18.6M in client revenue.
- Served as a group educator of 40-person content team providing guidance and fostering a culture of improvement.

CERTIFICATIONS

CFLI Leadership Certificate (Wisconsin School of Business, 2025); Diversity, Equity and Inclusion in the Workplace (USF, 2022); Preparing to Teach Online (Madison College, 2022)