

# WALLIS BUELL OSBORN

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## PROFESSIONAL EXPERIENCE:

- Director of Marketing: JK Designs, Inc. – Loveland, CO: 2016-Present. – [NationalSculptorsGuild.com](http://NationalSculptorsGuild.com)  
  
Managing branding and marketing efforts for the National Sculptors' Guild and its home, Columbine Gallery. Assisting with Call for Entries, RFP process and the instillation of private and public art across the United States.
- Principal: The WBO Company – Loveland, CO: 2012-2015.– [WBOco.com](http://WBOco.com)
  - American Medical Research Institute: Branding, Direct Mail and Web Promotions
  - Foothills Service League: Branding, Event Promotions
  - Windsor Harvest Festival: Branding, Web Design, Event Promotion
  - Pulliam Community Foundation: Restore Pulliam Branding, Web Design and Promotion Materials
  - Made In Loveland: Branding Materials
  - The Warehouse: Branding and Presentation Materials
  - LPR Construction: Brand Refresh, Promotional and Event Materials
- Volunteer Marketing Coordinator: Colorado Governor's Art Show – Loveland, CO: 2012-2015 – [GovernorsArtShow.org](http://GovernorsArtShow.org)
  - Branding, Web Concept/Design, Event Promotions
  - Juror (2012-2016)  
Assisted and consulted in the concept, design and implementation of a new website, show operations, hanging of the show, Opening Night Gala and surrounding promotions including Plein Air and sponsorship events.
- Senior Art Director: Leo Burnett - Chicago, IL; 2005-2012. - [LeoBurnett.com](http://LeoBurnett.com)
  - Philip Morris USA (Marlboro)
  - US Smokeless Tobacco Company (Skool)
  - John Middleton Company (Black & Mild)
  - National Cattlemen's Beef Association (Beef-It's What's For Dinner)
  - Professional Golfers Association (PGA)
  - Commonwealth Edison (ComEd)  
Developed concepts, created and assisted in the management of: annual promotional & equity integrated campaigns, planning and development, new brand development and launches, new and refresh packaging, point of sale, retail, television, digital, and loyalty programs.
  - Consistently delivered smart and strategic campaign ideas for iconic brands.
  - Trusted senior team member on new business pitches for national and international clients including: Chase United Visa Card, Valspar Paint, and Altoids.
  - Selected for numerous In-House efforts including the "[We Dare LeBron](#)" Campaign.

## TEACHING EXPERIENCE:

- Adjunct Professional Lecturer: University of Wyoming – Laramie, WY: 2012/13  
  
Instructed Freshman through Senior level courses covering everything from introduction to design programs to professional development. Continued interaction and mentorship with students with an internship program with WBO Co. A number of young professionals developed skills and industry understanding that enabled career advancements to larger markets including Denver and New York City.

## AWARDS and PUBLICATIONS:

2011 Silver Addy, American Advertising Federation District 6  
2010 Gold Leo, Leo Burnett Chicago  
2010 Honorable Mention, Chicago In-Focus Photography Annual  
2009 GPC 8-Ball, Leo Burnett Global Product Committee  
2005 Finalist, The One Show College Competition

## EDUCATION:

BFA, Fort Hays State University - Hays, KS (1997-2005)