

## DIANE KRAJICEK

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### PROFESSIONAL SUMMARY

Marketing communications professional with more than 40 years' experience in strategic account planning, market research, and advertising media planning. Comfortable working independently or with teams to achieve marketing objectives through development of research-based, audience-centric direction for creative and communication channel planning. Commitment to enhancing planning efforts through adoption of new concepts and techniques.

### SKILLS

Primary and secondary market research  
Strategic planning  
New business presentation planning  
Advertising media planning

Innovative  
Collaborative  
Experienced manager and mentor  
Deadline and detail oriented

### EXPERIENCE

**Adjunct Instructor, University of Nebraska-Lincoln** 08/2015 to present

Teaching Advertising Media Strategy (ADPR 360) and Campaigns (ADPR 489). Also taught Strategic Account Planning in Spring 2012 and Advertising Media Strategy, Fall 1987-Spring 1992.

**Independent Consultant, Lincoln NE** 03/2015 to present

Consulting services for account planning and market research.

**Director of Research, Bailey Lauerman – Omaha, NE** 03/2010 to 03/2015

Conducted numerous large-scale qualitative research efforts along with supervision of quantitative research and management of secondary research. Provided strategic account planning for clients including Union Pacific, ConAgra, Cargill, Archdiocese of Omaha, Nebraska Department of Tourism and Ameritas.

**Senior Account Planner, Bailey Lauerman – Omaha, NE** 01/2000 to 02/2010

Conducted strategic account planning and market research for assigned Bailey Lauerman clients. Developed the firm's approach to planning and creative execution through Archetype identification.

**Vice President, Account Planning Ayres and Associates – Lincoln, NE** 08/1992 to 10/1999

Created and managed strategic account planning services.

**Vice President, Media Director Ayres and Associates – Lincoln, NE**

06/1985 to 07/1992

Directed advertising media planning and buying on behalf of clients. 04/1978 to 05/1985 Media Director Ayres and Associates – Lincoln, NE Managed media planning and buying on behalf of all clients.

## **EDUCATION**

Bachelor of Science: Journalism University of Nebraska--Kearney - Kearney, NE

## **CIVIC INVOLVEMENT AND HONORS**

President, Board of Directors, Bright Lights Summer Learning Adventures, 2010 and 2011

Recipient, Effie Award, Silver, 2011

Recipient, American Advertising Federation-Lincoln Chapter, Silver Medal, 2010

**REFERENCES AVAILABLE UPON REQUEST.**