

Luke Armstrong

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Great communication has the ability to improve any situation

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Recent Work Experience

Designer / Strategic Director / Founder **RenMind** (7.5 years, Aug 2010 – Present)

RenMind started as a solo project, but has expanded to include a collective of polymaths. Most often we design and develop custom web solutions for organizations. In 2014, we started combining several of our R&D projects into a single software tool initially dubbed RenMind Network. This product, now referred to as Common.Network has become our flagship software-as-a-service (SaaS) platform for managing content driven marketing websites enabled with email marketing, as well as special apps that help communities of users post information, capture leads and collect funds.

- Managed more than 25,000 combined hours of research, design and development for more than 10 different web based applications
- Managed the production of dozens of local websites for local companies, governments and non-profits
- Managed staff 8 employees including full-time content production, design and development staff
- Managed systems, content and delivery for more than 2 million emails
- Managed specs, wireframes and design for Common.Network an all-in-one marketing platform
- Designed marketing case studies on Common.Network for clients involving mail, social media and email

Designer / Executive Director / Co-Founder **Cali Commons** (4.5 years, Sep 2013 – Present)

Cali Commons is a place to learn, grow and change your community through the combination of business, art and communications. This winter we are launching an appeal for our Uncommon Core membership. Our 40 members will create projects, products, services and experiences. Cali Commons provides space and resources needed to encourage community members to work collaboratively to develop a vision and execution of self-directed work and life goals.

- Led four years of iterative, marketplace driven “place” design, copy and technology for Cali Commons brand
- Oversaw the research and experimentation to define Cali Commons community member resources and story
- Managed event creation, marketing, email and social media promotion
- Managed training for four part-time staff members
- Assisted with filing for 501c3 application

Web & Marketing Specialist **National Property Inspections, Inc.** (5 years, June 2005 – August 2010)

National Property Inspections, Inc. is a Franchise 500 company which sells property inspection franchises. Their franchisees operate in over 200 locations across the U.S. and Canada. The marketing department provides a wide array of services similar to an in-house advertising agency. As a Web and Marketing Specialist my roles included marketing strategy, marketing consultation, art direction, graphic design, copywriting and web design and development.

- Contributed to a marketing team that created sales strategies and marketing materials for our franchisees and also for us the franchisor
- Consulted with individual franchisees about web and print based advertising
- Used the Adobe Creative Suite to create and manage consistent design across multiple brands: National Property

Inspections (NPI) in the US and Global Property Inspections (GPI) in Canada

- Wrote and edited copy as required for brochures, flyers, websites, emails and other marketing materials
- Managed quotes, production and inventory for printed materials
- Managed Google Analytics and assisted with Google Adwords campaigns
- Researched and designed universal solutions for template based web and print materials (customizable by different franchisees with diverse computer systems)
- Provided SEO (Search Engine Optimization) and SEM (Search Engine Marketing) consultation
- Worked as part of a team to conceptualize, design and maintain a portal based CMS (Content Management System) that allowed each NPI or GPI franchisee to have control over his/her own website
- Use HTML, PHP, JS and CSS to prototype widgets and microsites for franchisees

Designer / Strategic Director / Founder

Cre8s (7 years, December 2003 – August 2010)

Cre8s began as a freelance design and development agency. I worked with small agencies, startups and small businesses, to assist them in creating sales collateral, marketing prototypes and final products for both web and print.

Education

Buena Vista University (Storm Lake, IA): B.A. Art — Minors in Business & Mass Communications (1999-2003)

Volunteer Service

Marketing Chair / Organizing Board member - Year of the Startup (1 year, Apr 2014 – Mar 2015)

Year of the Startup, a non-profit organization, was a breakthrough model for economic and community development. YOTSU provided free and shared housing for early stage entrepreneurs for a full year. The resident's savings requirement allowed resident entrepreneurs to save up to \$10,000 to start the business of their dreams. The year-long experience immersed "startup fellows" in an entrepreneurial sub-ecosystem designed to foster collaboration, mentorship, experimentation, innovation, learning by doing and firm creation. The YOTSU team believed that the promotion of entrepreneurship should be emphasized and made more accessible to all.

Board Member - Friends of Art, Department of Art and Art History at UNO (4.5 years, Aug 2013 – Present)

Friends of Art (FOA) serves as an advisory/support group to the University of Nebraska at Omaha Department of Art and Art History. Its function is to assist in the identification and development of programs to maintain, enhance and expand the visual arts mission in education, in the community and in the field of art. Specific areas of concentration include collaborative community efforts, educational enhancements, resource development, program advocacy, public relations and increased visibility for UNO's visual arts program. I served as the Publicity Chair in 2013/2014 and I am serving as the Membership Chair in the current fiscal year.

Business Board Member - Joslyn Castle Neighborhood Association (4.5 years, Oct 2013 – Present)

I joined the Joslyn Castle Neighborhood Association to support our neighborhood and business activities with both Cali Commons and RenMind.

Software Proficiency

OS - Mac, PC, Ubuntu, Porteous Kiosk
Production - Adobe Creative Suite – Photoshop, Illustrator, InDesign, AfterEffects, Premier, Audition
Screen capture / share - Camtasia, SnagIt, TeamViewer, GoToMeeting, LogMeIn
Code Editors - Sublime Text, Notepad++
Web Languages – HTML, CSS, PHP, JS
Microsoft – Word, Excel, Outlook, PowerPoint, Publisher, Access
Web Platforms – RenMind CCMS, RenMind Network, Wordpress, DotNetNuke
Visualization – Tableau, Prezi
System Admin - Plesk, C-Panel, AWS, Ubuntu

Professional Development

Startup Collaborative, Omaha (2017, 2018)
Community Leadership Institute - NeighborWorks America, Los Angeles (2017)
Action Coach, Omaha (2016, 2017)
BarCamp, Omaha (2009, 2012, 2013, 2014)
BigOmaha, Omaha (2010, 2011, 2012)
NPI/GPI Annual Conference, Omaha (2005-2011)
Thinc Iowa, Des Moines (2011)
Stack Creative Unconference, Omaha (2011)
Startup Weekend, Omaha (2010, 2011)
Highlight Midwest, Omaha (2010)
Young Professionals Summit, Omaha (2009, 2010)
PUBCon: Search Marketing Conference, Las Vegas (2007)

Publications

2018 Cali Commons update / TBA, OmahaMagazine.com, Online/Print, February (*expected release date*)
2017 At Omaha Community Playhouse, artists' work will be featured before 'Stupid F@#%ing Bird' shows, Betsie Freeman / Omaha.com, Online/Print, October
2016 How RenMind turned a job into a startup, Ryan Pendell / SiliconPrarieNews.com, Online, June
2014 Cali Commons Omaha's Next Co-Working Space?, Molly Mahannah / OmahaMagazine.com, Online/Print, April
2013 Awesome is Possible: Luke and Molly — Performing Artists, AwesomelsPossible.com, Online, June

Presentations

2017 Emergent Complexities in Infinite Spaces the Story / Cali Commons, Omaha, NE, September
2017 Hack your world with a bit of code - Coffee & Code, Aroma's, Omaha, NE, June
2017 The Startup Collaborative / Launch Event!, Slowdown, Omaha, NE, January
2017 RenMind - State of the Mind, Cali Commons, Omaha, NE, January
2016 Local Media Networks - Jump Start / Pitch contest, BH Media, Holland Performing Arts, Omaha, NE, October
2016 Let's talk about 'The Rules', Cali Commons, Omaha, NE, November
2016 The Luke and Molly Story, Cali Commons, Omaha, NE, June
2016 RenMind Wire - A Marketing Platform Built for You, National Property Inspections Annual Conference, Omaha, NE, November
2012 Advanced Marketing Tools, National Property Inspections Annual Conference, Omaha, NE, November
2011 Get More Business from the Web, National Property Inspections Annual Conference, Omaha, NE, November