



**For Immediate Release**  
February 27, 2012

**News Release**  
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### **Soulo Communications Hires Creative Director**

**Minneapolis, Minn.** – Soulo Communications is pleased to announce that Rick Jensen has joined the communication services firm as its new creative director. As a co-founder and former art director of Adventure Advertising, Jensen brings over 20 years of creative strategy and design experience to Soulo Communications.

Jensen's work in design and photographic direction has won AdFed awards at the local, district, and national levels. These ADDY awards include work for clients such as Larson Boats, Bayliner Boats, LaMettry's Collision and Creative Memories. "Rick is exactly the kind of talent we want to attract to our company," says Soulo Communications president Tom Heller. "His abilities will help us provide even more effective services to our customers and position our company for even greater success."

Soulo Communications specializes in delivering creative, effective messaging for its clients, whether in glossy ads, technical documents, proposals, social media or any other medium. "Our work really stretches across a wide range of subjects and deliverables," says Heller, "but the heart of every job is the same: clear, creative communication using words and images. And Rick's work makes him a perfect fit for what we do and the process we follow to create success."

Jensen himself has a varied background working for agencies, printers, and individual companies, in companies both large and small. "I started my career with a division of Sony," he says. "I helped start my last company with just three people total. So working with a small, hungry team where everybody pitches in to do everything is something I'm used to and even enjoy."

A Minnesota native, Jensen studied graphic design at Indiana State University, where an elective course in graphic design and metals set him down his career path. "I've always liked creating things," he says. "Whether it's landscaping or construction or art, I just really like making something. As it turned out, graphic design was a way to make a living doing something I loved."

#### **About Soulo Communications**

Minneapolis-based Soulo Communications is a creative communications firm serving client needs from strategy to design, copywriting, and delivery in any medium.

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