

# MICHAEL JANKOWSKI

(408) 386-1075

michael@artisticoutput.com

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## HIGHLIGHTS

Highly seasoned **Senior Level Creative** with hands-on experience providing **Art Direction, Strategic Planning, Corporate Branding, Visual Identity, Graphic Design** and **Project Management** for **Print, Product, Web, Email** and **Digital Marketing Programs** within both the **Corporate** and **Agency** environments.

Held **Leadership, Creative, and Marketing** positions within five highly successful corporations; **Accellion, Satmetrix, BLUEROADS, Selectica** and **The Ayzenberg Group**. Also worked as an **Independent Creative Consultant** for many small and medium sized businesses throughout the Bay Area and beyond, delivering individual and full-scale deadline-driven projects.

Well-versed across multiple roles that define and support the **Strategic Goals of Business, Marketing, Product** and **Technology**.

Extensive experience within a wide variety of industries including **High-Tech, CRM, Cloud, SaaS, Internet, Healthcare, Gaming, Entertainment** and **Printing**.

Proficient with **Adobe Creative Suite** applications including **Photoshop, Illustrator, InDesign, Acrobat, Microsoft Office** applications including **Word, PowerPoint, Excel**, and others such as **Keynote, Quark Xpress, Sketch, WordPress, Drupal, Joomla, Marketo, Salesforce**.

Managed, grew and mentored **Creative and Digital Teams** including **Webmasters, Email and Digital Marketing Managers, Marketing Operations Managers, Graphics Designers** and **Interns**.

Negotiated contracts of and managed outside **Design Firms, Agencies, Vendors** and **Individuals** to provide overflow **Design, Print, Video, Analytics** and other results specific projects.

Specific Strengths include **Corporate Brand Management, Brand Development, Print and Digital Advertising, Event Management, Executive and Sales Presentations, Website Development and Management, Product UI/UX Development, Packaging Design, Lead Generation Programs, Marketing Campaigns, SEO/SEM/PPC/AdWords, HTML, CSS, PHP, JavaScript, Drupal, WordPress, Email and Direct Mail, Vertical and Channel Marketing Strategies, Environmental Design, Live Events, Creative Problem Solving, Team Leadership**

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## EXPERIENCE

**1/2018 - Present**

**Creative Consultant**

**Eightfold.AI, LogicHub, Renee Rocket Photography, Rachael's Sweet Treats**

Creative Direction, Visual Design, Web Development, Marketing Programs, Collateral, Event Presence

**9/2011 - 11/2017**

**Director, Creative and Web**

Accellion, Inc.

Leading provider of private cloud solutions for secure content management

**Key Accomplishments:**

- Responsible for global corporate brand management; Developed visuals and digital initiatives in support of the top three corporate goals of vertical marketing, Microsoft and channel.

- Directed the strategy and launch of Accellion's global Drupal website redesign, lifting organic visits by 52%, engagement by 48% and user satisfaction by 12%.
- Lead the branding initiative for Accellion's new software product, kiteworks; including visual design of marketing materials, product UI and UX of both desktop and mobile environments.
- Initiated display advertising, SEM, email, and search practices that increased brand visibility, preference and lead generation. Integrated programs drove 74k unique visitors to sites monthly. Increased viewer retention by developing targeted ads based on personalization programs.
- Developed three highly-successful, large-scale marketing campaigns, which included billboards, tradeshow visuals, infographics, advertisements, t-shirts, giveaways, and outreach by means of website, emails and social media.
- Delivered a series of PPT presentations for use by sales teams, executive management, webinar and online demos.
- Reviewed, recommended and negotiated vendor contracts of key productivity tools used by the marketing team.
- Grew a high performing, cross-disciplined global creative and digital team; including a Webmaster, Email/Digital Marketing Manager, Web/Mobile Marketing Operations Manager, Senior Graphics Designers and seasonal interns.

**1/2011 - 9/2011**

**Senior Manager, Graphic Design and Web Production**

Satmetrix Systems, Inc.

Leading global provider of customer experience and loyalty management software

**Key Accomplishments:**

- Collaborated across marketing, product and engineering teams to bring consistency throughout the three instances (German, French and US) of the corporate website, including graphics, layout and content translation.
- Responsible for corporate brand management including the development of ads, collateral, signage, etc.
- Improved landing pages to better promote vital collateral using the third-party vendor Marketo.
- Developed and produced elements for two conferences, including branding, signage, conference micro-sites, conference guides, booth design, PPT, and other show related items.
- Implemented Google Analytics; setting up a series of goals and funnels to gather important statistics to improve performance of the corporate website.

**7/2007 - 11/2011**

**Independent Creative Consultant**

Creative Direction, Visual Design, Web Development and Marketing Programs

**PAST LONG-TERM CONSULTING ENGAGEMENTS**

**CiaoBambino!** - Oakland, CA - 4+ years

Maintained the design, development of the Ciaobambino website.

Key accomplishments: Implemented and maintained Google AdManager and Google Adwords, increased lead generation by improving digital marketing programs including email and website SEO programs.

**First San Francisco Partners** - San Francisco, CA - 4+ years

Maintained the design, development of the First San Francisco Partners website.

Key accomplishments: Implemented a custom CMS for the management of the careers and resource areas of the website, increased lead generation results substantially via email campaigns, landing pages and SEO/SEM practices.

**Model N** - San Mateo, CA - 4+ years

Maintained corporate branding initiatives.

Key accomplishments: Developed all elements of Model N's annual User Conference (Rainmaker 2009 - 2012), managed the launch of the new website, branding of ad campaigns, marketing programs, and tradeshow visuals.

**PacketMotion** - San Jose, CA - 2+ years

Maintained corporate website and branding initiatives.

Key accomplishments: Implemented a custom CMS for the management of confidential information, collateral and resources, acted as the events manager and handled the production for RSA 2009 and 2010 NA and AMEA, Gartner Symposium ITxpo 2010, ISACA 2010 tradeshow presence, implemented digital marketing programs on the website.

**SpringCM** - San Mateo, CA - 2+ years

Developed the tradeshow branding for Microsoft SharePoint and Privia Users Conferences.

**RK Properties** - Long Beach, CA - 1 year

Designed the corporate brochure and website.

**ADDITIONAL COMPANIES WHERE INDIVIDUAL AND UNIQUE DEADLINE-DRIVEN PROJECTS WERE COMPLETED**

AMTSJ, AutoWorks of GoldRiver, Cyber-Rain, Dar Printing, DivineWeddings, First Franklin, Genesis Microchip, Effie's Heart, iManage, IntraServe Systems, OmniPros, Oshaana Creative, PathWork Informatics, SalesGenie, Xtaski, Yogatime

5/2006 - 11/2008

**Senior Graphics and User Interface Designer, Webmaster**

BLUEROADS, Corporation

SaaS Leader of Channel Sales Management

**Key Accomplishments:**

- Responsible for brand management; Redesigned all corporate identity (logo, stationary, PPT, collateral, websites).
- Worked with the marketing team to unify and integrate marketing programs through the use of advertising, direct mail, vertical specific email campaigns, and a content management system driven landing page system.
- Developed a streamlined web-based lead generation process, delivering a 78% increase of qualified leads.
- As webmaster; maintained the visual and interactive elements of the intranet, corporate and portal websites.
- Under product management's direction, developed fully functional application mockups for the engineering team.
- Developed two large-scale billboard campaigns, including concept, production, placement and tracking of results.

8/1999 - 10/2005

**Senior Graphics Designer and Webmaster**

Selectica, Inc.

Global provider of Sales Configuration and Contract Management solutions

**Key Accomplishments:**

- Responsible for brand management; Developed two new identities; applied each across corporate-wide collateral.
- Webmaster of both the internal and external websites, including three complete redesigns.
- Delivered to product management a series of icons for the applications multiple modules.
- Negotiated vendor contracts to print marketing collateral including datasheets, brochures and direct-mail pieces.
- Project managed outside vendor contracts to create a Flash presentation showcasing the newest application suite.
- Developed tradeshow materials including booth graphics, PPT presentations, post cards and booth attire.

5/1995 - 8/1999

**Senior Graphics Designer and Webmaster**

The Ayzenberg Group

Creative, Graphic Design, Advertising and New Media Agency

**Key Accomplishments:**

- Acted as project manager, leading the production of ads, product packaging, collateral and websites.
- Webmaster of corporate website, allpets.com, shuttersonthebeach.com and other individual gaming promo sites.
- Developed many large-scale advertising campaigns, including the concept, production of artwork, selection and placement of media and tracking of results.
- Lead the design team for several gaming packages; FLW bass fishing, Titanic, Paperboy, Armymen, Wheel of Time
- On-boarding and training of company interns and new hires.

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**TECHNICAL SKILLS**

<b>Integration Apps</b>	Salesforce.com, Marketo, Google; Analytics, Adwords, AdManager, Yahoo Search Marketing, LinkedIn, Facebook, Kapost
<b>Hardware</b>	Mac and PC, iOS, Android, Phone and Tablet
<b>Graphics Production</b>	Advanced PDF Techniques, Adobe Creative Suite (PhotoShop, Illustrator, Indesign), Sketch, Bootstrap, Microsoft Office
<b>Web Design/Programming</b>	Platform/Browser Specific Code, CSS, GIF Animation, HTML, JavaScript, Flash, PHP, Blog (BlogSpot, WordPress), CMS (Drupal, Joomla, WordPress), Responsive Design
<b>Social Media</b>	Facebook, Twitter, Pinterest, Blog, LinkedIn, YouTube, Instagram, Vimeo
<b>Multimedia</b>	After Effects, Director, PowerPoint (PPT), Premiere, RealMedia, Flash, Audio
<b>Production</b>	Printing, silk-screening, embroidery processes, auto wrapping, billboard design

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**FORMAL EDUCATION**

**1993 - 1997**

**Bachelor of Fine Arts (BFA) - Communication Design**

Otis College of Art and Design - Los Angeles, CA

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**CONTINUING EDUCATION**

**Marathon Leadership** - Mountain View, CA

- Training Seminar - Influencing and Informal Negotiation Skills

**Demandbase** - San Francisco, CA

- Training Seminar - Account-Based Marketing: Foundations & Personalization Strategy

**Aquia** - San Francisco, CA

- Training Seminar - Advanced Drupal Deployments

**SCORE - Silicon Valley** - San Jose, CA

- Current Technology Seminars, Computer Training, Leadership Development

**American Graphics Institute** - San Jose, CA

- Computer Software Training

**Karrass Training** - Santa Clara, CA

- Effective Negotiating Tactics

**Forrester Seminar** - Boston, MA

- Development Techniques for an Effective Website

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