

Michael Jankowski

(408) 386-1075

michael@artisticoutput.com

HIGHLIGHTS

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

Held **Leadership, Creative, and Marketing** positions within six highly successful corporations; **SignSations, 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, Microsoft Office**, and others including **Keynote, Sketch, WordPress, Drupal, Joomla, Marketo, Salesforce**.

Managed and mentored **creative and digital teams** including Webmasters, Email and Digital Marketing Managers, Marketing Operations Managers, Graphics Designers and interns.

Managed outside **design firms, agencies, vendors and individuals** with overflow design, print, video and specialized 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

EXPERIENCE

1/2020 - Present

Creative Lead

Signsations, Inc.

Provider of branding, marketing and signage to businesses in and around northern California.

Key Responsibilities:

- Collaborate among internal team members and customers to design layouts for signage, monument, and marketing needs
- Create print ready files using today's current technology including Adobe Creative Suite, Flexi, Cutting Master, HP Rip software
- Working within strict client specific branding guidelines
- Sound ability to manage multiple projects and prioritized work within this truly fast-paced environment

1/2018 - 2/2019

Independent Creative Consultant

Creative Direction, Visual Design, Production of Branding, Event, Website and Marketing Programs

Key Clients include: Coldwell Banker, Eightfold.ai, Renee Rocket Photography, Rachael's Sweet Treats, LogicHub.

Michael Jankowski

- Page 2 -

9/2011 - 11/2017

Director, Creative and Web Services

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 Graphics and Web Production Manager

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.

11/2008 - 11/2011

Independent Creative Consultant

Creative Direction, Design, Production and continued maintenance of Branding, Website and Marketing Programs

Key Clients include: CiaoBambino!, First San Francisco Partners, ModelN, PacketMotion, Effie's Heart, RK Properties, SpringCM, AMTSJ, AutoWorks of GoldRiver, Cyber-Rain, Dar Printing, DivineWeddings, First Franklin, Genesis Microchip, 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

8/1999 - 10/2005

Senior Graphics Designer and Webmaster

Selectica, Inc.

Global provider of Sales Configuration and Contract Management solutions

5/1995 - 8/1999

Senior Graphics Designer and Webmaster

The Ayzenberg Group

Creative, Graphic Design, Advertising and New Media Agency

TECHNICAL SKILLS

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

FORMAL EDUCATION

1993 - 1997

Bachelor of Fine Arts (BFA) - Communication Design

Otis College of Art and Design - Los Angeles, CA

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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