



# NANCY SZARKOWSKI

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## experience

### Via Umbria • Washington, DC

#### *Design and Marketing Manager* (Sep 2015 to Nov 2016)

- Brainstorm and execute marketing campaigns for the promotion of products and events; write copy and create visuals for signage, print materials, social media content, and ads; produce and schedule email campaigns
- Responsible for maintaining visual brand identity across all marketing and in-house materials
- Manage website by creating content (such as landing pages and product features), maintaining product descriptions and visuals, and coordinating development with remote agency partner
- Collaborate on the execution of public events, create custom materials for events, and coordinate customer book club

### Proscap Technologies, Inc. • Horsham, PA

#### *Senior Graphic Designer* (Dec 2013 to Sep 2015)

- Collaborate across departments to brainstorm and execute marketing campaigns
- Lead a team of designers in creating diverse interactive marketing solutions in the form of iPad app prototypes for domestic and international clients, including DDB, Sanofi, L'Oreal, Colgate, and Coach
- Collaborated with the marketing team to redesign the brand for Proscap Technologies, Inc. Projects included logo design, building signs, and branding guidelines. Continuously maintain brand identity through social media and marketing materials, as well as collateral in-house materials
- Responsible for training materials such as webinars and internal best practices documents; serve as a consultant to agencies in designing applications

#### *Lead Interactive Designer* (Aug 2011 to Dec 2013)

- Created user-friendly interactive experiences while maintaining brand voice for agencies worldwide by wireframing and providing animations and other graphics for use in marketing, sales, and training applications; several applications exceeded agency expectations and were taken straight to field
- Planned and executed a complex, creatively innovative US Army presentation, which was highly praised by upper management and ultimately showcased at the Pentagon

### Student Publications • Syracuse University • Syracuse, NY

#### *Medusa Magazine - Creative Director* (Aug 2010 to May 2011)

- Managed design schedule and coordinated meetings to effectively delegate production of visuals among designers, including page design, illustrations, and photography
- Reviewed and edited completed layouts in order to meet production deadlines
- Collaborated with members of the staff on ideas for articles and corresponding visuals for each issue with a focus on women's issues
- Implemented faster communication with staff using Google documents

#### *Zipped Magazine - Art Director* (Aug 2009 to Feb 2011)

- Redesigned magazine's previous identity and increased readership of SU's only fashion magazine
- Managed design schedule to effectively delegate production of visuals among designers, including page design, illustrations, and photography
- Reviewed and edited completed layouts in order to meet production deadlines
- Collaborated with members of the staff on ideas for articles with a focus on fashion and beauty

## skills

**Computer:** Microsoft Word, Powerpoint; Adobe CS6/CC Photoshop, InDesign, Illustrator, Lightroom, Dreamweaver, Flash; Keynote, Wordpress, CSS, HTML, Mailchimp, Magento;

**Other:** team leadership, social media content writing, brand strategy, marketing campaigns, infographics, inspiration boards, flat technical drawing, illustration and painting;

**Languages:** Bilingual with fluency in English and Polish, basic knowledge of Italian and German

## education

### Syracuse University • Syracuse NY • B.S. 2011 • GPA 3.7

*S.I. Newhouse School of Public Communications*

Major: Graphic Design

*School of Visual and Performing Arts*

Minor: Fashion Design

*Syracuse University in Florence, Italy*

Courses in Photography