

Kevin Mikolajewski

1640 Burning Bush Lane, Hoffman Estates, IL 60192

lakekev@att.net

847.648.0125

A contemporary and meticulous creative director with extensive experience in brand management, marketing, mobile apps, logo creation, web representation and media relations. Established capabilities in advertising campaigns, product launches, strategic communications, negotiations, print collateral, compliance and problem solving/troubleshooting. Utilizes business relationships and market knowledge to identify opportunities and generate growth. A forward-thinking producer with a proven aptitude for exceeding goals that contributes to a company's long-term and sustained success.

Authorized to work in the US for any employer

Work Experience

Director of Creative Services -- Marketing and Brand Strategy

MUTUAL OF OMAHA INSURANCE COMPANY - Omaha, NE

2016 to 2020

As a part of the larger marketing organization, led the company's Creative Service team in the development of persuasive and promotional communication tactics to reach internal sales, external broker and consumer audiences. This included informational campaigns and materials for agent education, sales promotional incentives, lead generation, consumer product collateral, business meeting materials as well as creative support for employment branding and company-wide corporate communication initiatives. This talented internal creative agency was comprised of six writers, six designers, two video producers and three production designers organized into three hybrid creative teams aligned by business segment.

- Led the design and development of new corporate logo (announced November 2020)
- Facilitated new logo integration across 100's of company-wide tactics
- Guided the development of the current collateral and social media brand identity system
- Primary Brand Steward for company-wide initiatives
- Established new creative organization that fostered role hierarchy, growth opportunities and clear chain of command
- Rewrote job descriptions and performed competitive market analysis to align competitive pay scales
- Owned and implemented a company-wide communication style guide
- Managed the collateral setup and tactical implementation for the companies market-on-demand system

Director, Creative and Communications - Marketing

ESSENDANT - Deerfield, IL

2014 to 2015

Managed and conceptually led creative services team. Drove strategic communications to support promotional demand and custom marketing interests of company's reseller audience. Mentored diverse team of design, copywriting, production and photography talent in all forms of conventional and digital media. Creatively directed large based catalogs as well as custom collateral, event graphics and trade show materials, brand identity, website, email and mobile app designs. Provided resellers with promotional sales vehicles and marketing tools to guide and

foster brands' competitive positioning in respective markets.

- Guided new brand launch through various internal communications (collateral and video) and external ad campaigns.
- Directed development of company's core identity standards and created addendum guidelines for presentations, corporate stationery and internal communications.
- Launched newly designed furniture catalog to incorporate value for our reseller audience.
- Led re-branding efforts for over 20 resellers.
- Assessed and reinvented value propositions, positioning taglines, logo design, capabilities brochures, presentational tools and development of corporate guidelines.
- Partnered with marketing, IT and content peers to restructure and redesign company's intranet portal.

Creative Services Manager - Agency@Quill

QUILL.COM - Lincolnshire, IL
2007 to 2013

Led and managed team of 25 web, email and print designers in the strategic development and implementation of company communications to drive awareness, traffic and sales conversion through ecommerce platforms. Communication media included print collateral, targeted email blasts, monthly website updates and promotional deployments. Managed two photographers in growing and enhancing digital in-house studio to support diverse ranges of staged product, live-action model photography (on and offsite), as well as video for web-supported product demos.

- Competed and won against several external agencies to redesign company logo, including redefined value proposition and new tagline.
- Redesigned packaging for brand products as ongoing initiatives, impacting over 2,000 company brand product skus over next few years.
- Collaborated with marketing team and NBC to ideate and bring to life popular Dunder Mifflin paper sku (Quill.com #4 top selling sku), generating tremendous success fostering development of additional product skus.
- Assessed creative roles and initiated competitive salary survey, leading to tier changes, position description rewrites, creation of additional positions and a more efficient teaming structure hierarchy.

Creative Account Manager - Marketing

ALLSTATE INSURANCE COMPANY - Northbrook, IL
2005 to 2007

Fostered strategic relationships with company business and agency partners. Forecasted and managed department workloads, ensuring conceptual integrity, executional brand quality and continuity in media. Assessed marketing requests and composed creative briefs to establish clarity of communications objective.

Graphic Design Manager - Marketing

ALLSTATE INSURANCE COMPANY - Northbrook, IL
1997 to 2005

Creatively directed, managed and mentored fifteen diverse designers in the development of companywide communication solutions and consumer-focused collateral to be strategically branded and competitively effective in the marketplace. Services encompassed design/implementation from conventional print and presentations to supporting company-wide web-based (intranet and internet) initiatives. Project scope included substantial product-line collateral and agent informational support, including educational documentation, sales promotions and event-driven conference material.

- Served as the primary creative/production consultant for the balance of the 23 department employees, including production artists, traffic coordinators and print production specialists.
- Key Brand Steward providing direction for Allstate's changing brand positioning, value proposition, architecture and corporate identity standards to internal and external business partners.
- Negotiated a three-year company-wide stock photography contract with GettyOne, resulting in broader license usage and a savings of \$200M.
- As Chairperson of the Intranet Standards Sub-Committee, led division-wide cleanup of web content, establishing web-based visual standards, guidelines and accountabilities for intranet publishers.
- Enhanced company-wide work options program by assessing Creative Arts/Purchasing roles and defining custom role-specific criteria for flexible work schedules, i.e. telecommuting, part-time, flex hours, etc.
- Led three independent salary reviews to justify fair market compensation, assessed employee skill sets and rewrote job descriptions for five key positions within the Creative Arts area.

Design Supervisor

ARTHUR ANDERSEN & CO., S.C - Chicago, IL
1990 to 1996

Provided communication solutions ranging from conventional print and presentations to various forms of interactive media. Collaborated with creative leadership peers to drive Communication Design Center's ongoing marketing strategy, thereby promoting new business opportunities. Actively participated on Arthur Andersen Global Design Council, fostering company value proposition and evolving/ensuring consistent execution of corporate identity design standards.

Assistant Manager, Designer

UNITED WAY, CRUSADE OF MERCY - Chicago, IL
1985 to 1989

Created and collaborated with designers and writer to provide graphic solutions for United Way's marketing/fundraising programs: informational and promotional collateral, special event graphics, conceptualization and production of campaign videos. Hands-on working knowledge of all technical aspects of print publishing (web and sheetfed 4/color printing, press and prepress quality proofing and determination of production specifications). Provided quality control of outside vendors and recommendations of cost effective expenditures, as related to media type.

Education

B.A. in Visual Communications

ILLINOIS STATE UNIVERSITY - Normal, IL

Skills

- QuarkXpress
- Adobe Creative Suite (InDesign, PhotoShop, Illustrator, Acrobat, Dreamweaver)
- Adobe Director
- Microsoft Office Suite (Word, PowerPoint, Excel, Outlook) BB Edit
- Virtual Ticket
- WordPress

- Branding
- Search Engine Optimization (SEO)
- Graphic Design
- Logo Design
- Prepress
- Social Media Management

Links

<http://www.kevinmikolajewski.com>

<https://www.linkedin.com/in/kevinmikolajewski>