



16.08.30

# ROBERT POTACZALA

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ROBPOT.COM

## PERSONAL OVERVIEW

Highly creative and multi-talented individual with vast experience in design, marketing, corporate event management, corporate sponsorships, multimedia planning, and developing engaging customer programs. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed design and branding abilities. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

### Core Competencies:

Creative Design | Corporate Branding | Project Management | Advertising Management  
Event Planning | Marketing Management | Desktop Publishing | Sponsorship Proposals  
Social Media Marketing | Corporate Communications | Video and Animation

### PROFESSIONAL ACHIEVEMENTS

- ▶ Working with IBIS Films, produced a title sequence for the DVD - American Mobster: Miami Shakedown.
- ▶ Received several Ohio Valley Emmy Nominations for my work at WDRB-TV.
- ▶ Participated in an IREX program (traveling to Tbilisi, Georgia) to teach Graphic Design.

## PROFESSIONAL EXPERIENCE

**Donan Engineering | Louisville, KY | November 2015 – Present**  
**Creative Design Coordinator**

Lead external teams of web designers, video producers and editors, animators, front-end developers, and copywriters in ideation and execution of all brand creative marketing. Work with the marketing team to launch tastefully designed advertising campaigns to position our brand above the competition. Analyze SEO, SEM, and ROI to forecast upcoming potential trends, allowing us to better position ourselves as an industry leader.

### Key Achievements:

- Redesigned all service line brochures, flyers, and advertising materials. Coordinated new photography elements through outside sources and videos needed for web elements.
- Updated the corporate brand standards to better unify the overarching message and look for the upcoming calendar year.
- Planned the theme, graphical/video campaign, and tours for the new corporate headquarters event.

## **ISCO Industries, Inc. | Louisville, KY | April 2013 – October 2015**

### **Marketing Designer**

Co-developed and implemented strategic marketing plans to complement the company's business plan and maintain the company's position as a top-tier HDPE provider. Managed branding campaigns across multiple platforms and all artwork for marketing initiatives, events, and communications for ISCO. Worked with advertising agencies to produce streamlined web and video content. Created published advertisements and creative designs by using Adobe CC products. Developed modern layouts and designs for corporate pitch book presentations. Managed creative assets for sponsorship opportunities with business partners and regional organizations.

#### **Key Achievements:**

- Revolutionized ISCO's Catalog into two 250+ page product catalogs that now display dual languages in one streamlined design.
- Revised the ISCO brand, including a web site relaunch, brochure designs, business cards, catalogs, and fusion manual to allow for future international growth.
- Launched several new service lines and sub-service lines from concept to production, including new logos, branding, websites, events, and employee engagement.

## **Independence Television - WDRB-TV FOX41 | Louisville, KY | May 2006 – Present**

### **Graphic Designer/Motion Designer**

Successfully managed and coordinated several award winning graphics packages. Composed proposals and sponsorship packages for major advertisers. Maintained databases of external and internal media archives and formatted and built a friendly user-interface to access it.

#### **Key Achievements:**

- Participated in an IREX program (traveling to Tbilisi, Georgia) to teach Graphic Design, 3D Animation, and After Effects.
- Assisted the Design Director in training, art directing, and fostering new design hires, giving them a better understanding of the guidelines that come with broadcast television.
- Developed branding and design elements for the following on-air graphics packages: Thunder Over Louisville | WDRB-TV FOX41 | WMYO MYTV | Kentucky Derby/Oaks

## **EDUCATION**

### **ITT TECHNICAL INSTITUTE**

Associates Degree in Multimedia  
Louisville, KY | 2005

### **PROSSER SCHOOL OF TECHNOLOGY**

Certificate in Multimedia  
Louisville, KY | 2003

## **TECHNICAL SKILLS**

OS: MAC/Windows/Linux

HTML5 | CSS | Javascript

3D Studio Max | Cinema 4D

AdobeCC: InDesign | Illustrator

Photoshop | Dreamweaver

After Effects | Premiere



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