



# ROBERT POTACZALA

BRAND MANAGEMENT | CREATIVE MARKETING | DESIGN STRATEGY

## CONTACT



rob@robpot.com



+1 812 - 207 - 0436



www.robpot.com



Last Name Pronunciation: Pot-ah-zel-uh

## EXPERTISE

Photoshop	● ● ● ● ●
AfterEffects	● ● ● ● ●
InDesign	● ● ● ● ●
Illustrator	● ● ● ● ●
3DS Max	● ● ● ● ●
HTML5	● ● ● ● ●
CSS	● ● ● ● ●
Print Layout	● ● ● ● ●
Photography/ Editing	● ● ● ● ●
Digital Marketing	● ● ● ● ●
Project Management	● ● ● ● ●
SEO/ Analytics	● ● ● ● ●

Hi there, I'm Robert, a caffeine fueled, creative designer with over 18 years of experience in multimedia design, video editing, animation, and B2B/B2C client-facing projects. I provide a unique combination of artistic vision, technical skill and knowledge in order to create visuals that will engage users to the brand's story.

If you're looking for someone who can think outside the box and come up with fresh ideas for your project, then let's meet for coffee and see what we can do!

## PROFESSIONAL SKILLS

Branding | Creative Design | Project Management | Social Media Marketing  
2D / 3D Animation | Video Editing | Photography | Photo Editing  
Corporate Communications | Presentation Support

## TECHNICAL SKILLS

Adobe Creative Cloud | Salesforce | Marketo | Hootsuite  
Sharepoint | Trello | Basecamp | Wrike  
AutoDesk 3DS Max | WordPress | PowerApps | MS Teams  
AI Generation Tools | 3D/2D Animation | Creative Management

## CAREER HIGHLIGHTS

- Worked with the US State Department and International Research & Exchanges Board (IREX), to work with a broadcaster in Tbilisi, Georgia. Leading their designers and staff on how to strategically use graphics and animations to purposefully enhance stories and convey information for their broadcast, web, and print.
- Improved exposure by launching event micro-site and developing app published to Apple App Store and Google Play for WDRB-TV.
- Provided key implementation support by leading migration from MailChimp and Constant Contact into a Marketo Database.
- Executed over 120 monthly email campaigns; analyzed results and provided insight and recommendations based on evidential data.

## EDUCATION

<b>ITT Technical Institute</b> <i>Bachelor's Degree: Game &amp; Interactive Media Design</i>	Louisville, KY 2014 - Closed
<b>ITT Technical Institute</b> <i>Associate Degree: Multimedia</i>	Louisville, KY Graduated in 2005
<b>Prosser School of Technology</b> <i>Certificate of Completion: Multimedia</i>	New Albany, IN Graduated in 2003

SKILLS IN LAST 10-YEARS - EACH IS ● 2-YEARS

CONTINUING EDUCATION COURSES AND TRAINING NOT LISTED [AVAILABLE UPON REQUEST]



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## AWARDS

**2017**

### Claims Magazine Viewer Award

Designed an advertisement for Donan Engineering's drone services received a viewer award from Claims Magazine.

**2012**

### Ohio Valley Emmy [Nomination]

Design and animated WDRB-TV's Thunder Over Louisville Graphics Package.

**2009**

### Ohio Valley Emmy [Nomination]

Design and animated WDRB-TV's FOX41 Graphic Package.

**2007**

### Ohio Valley Emmy [Nomination]

Design and animated the MYTV58 WMYO Graphic Package.

### Miscellaneous

Design and animated various news graphics that have earned awards including SPJ, NATAS, and other regional and national awards.

# EXPERIENCE

**UPS Airlines**  
Louisville, KY

**Program Development Technology Specialist**  
October 2021 – Present

**UPS Airlines**  
Louisville, KY

**Senior Graphic Designer**  
July 2017 – October 2021

- Following the strict FAA and OSHA guidelines designed various materials for airline safety initiatives required by law.
- Developed a design plan for senior management based on outlook of design trends and possible opportunities for enhanced employee communications.
- Collaborated with Boeing's marketing team to create animated visually distinct infographics to show the new aspects of UPS Airlines' new aircraft the 747-8F. This included meeting with various individuals at both companies to get specific manuals and diagrams for engines, and cargo containers.
- Collaborate and train new designers in the use of current UPS Brand Standards, workflows, and processes needed for communicating with the company's internal and external customers.

**Discount Labels**  
New Albany, Indiana

**Creative Art Director**  
October 2016 – July 2017

- Supervised a team of internal, external, and freelance designers, to unify and enhance the company's brand impact across all platforms, while still meeting the marketing initiatives for each sales quarter.
- Analyzed SEO, SEM, and ROI reports to forecast upcoming potential trends, to better position ourselves as a supplier of choice for our distributors, and align the design teams efforts to better align with the seasonal marketplace.
- Worked with an international web development team out of Poland to relaunch and redesign the visual front-end of the company's marketplace. Leading the creative direction, planning, and production to keep all assets on brand.
- Led and art directed a team of freelance photographers who came in to help take new, visually outstanding images of labels, machines, people, and other aspects of the company. To be used in all future marketing materials and website relaunch.

**Independence Television (WDRB-TV FOX41)**  
Louisville, KY

**Senior Broadcast Designer**  
May 2006 – February 2017

- 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.
- Working with the US State Department and IREX, took part an international assignment to Tbilisi, Georgia consult on designs, teach local broadcast designers, and station management on how to strategically use graphic design and animations to enhance stories for their broadcast and web.
- Collaborated with Design Director in training, art directing, and fostering new design hires, giving them a better understanding of the guidelines that come with broadcast television.

**DONAN Engineering**  
Louisville, KY

**Senior Art Director**  
November 2015 – October 2016

- Directed deployment, measurement, and optimization of cross-audience marketing automation strategies. Designed and developed service launches, digital marketing campaigns, webinars, and email and social media campaigns. Employed a consultative approach, creating deliverables that targeted most critical business challenges.
- Collaborating nationwide, we modernized the company's brand standards for a new corporate headquarters grand opening.

**ISCO Industries, Inc**  
Louisville, KY

**Marketing Designer**  
April 2013 – October 2015

- 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, and communications for the quarter, adhering to strict marketing guidelines.
- Designed two separate a bilingual catalogs, detailing the company's products for domestic and international lines. Ensuring all the information met the strict ASTM or ISO standards of each version, and illustrated all the safety regulations needed specifically for each.
- Coordinated photography projects across the United States to create and maintain a digital asset database on a virtual server. This ensured all company employees had OSHA approved assets to put in presentations and marketing material to avoid potential liability.