

GLORIA WADZINSKI

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Summary: Gloria Wadzinski is an award-winning marketing designer with a strategic and thoughtful approach to branding and promotion. With a recent completion of an additional technical program, Gloria's skills have been upgraded to current web and video technologies.

Skills

Marketing
Web Design
Graphic Design
Video Production
Project Management
Copy Writing

Software

InDesign
Illustrator
Photoshop
QuarkXPress
Flash Pro
Dreamweaver
Premiere Pro
Final Cut Pro
After Effects

SwishMax
Acrobat
MS Project
MS Word
PowerPoint
Excel
WordPress
Drupal
HTML/CSS
PHP
jQuery (Javascript)

WORK EXPERIENCE:

11/09 to Present

Web Designer/Marketing Officer

2D Electronics, Westminster, Colorado

Marketing campaign development. Brand management. Web design. Blog and social media content management. Graphic design for print, email, packaging, pdf docs, and catalogs.

Accomplishments:

Website Design for Two Newly Formed Companies

2D Electronics (an equipment distributor) and e-Line (an OEM manufacturer) were brand new companies in need of web presences. I built www.2delectronics.com and www.el-usa.com from the ground up including design, UI strategy, coding, content, and search engine optimization. One year after launch, the websites had respective visitor rates of 1,700 and 1,400 visitors per month which is good for non-consumer, tightly targeted B2B sites.

Sniper Camera Product Launch

e-Line developed a new line of security video cameras using streaming cloud technology. I created B2B and B2C marketing materials that clearly and simply explained the new technology while overcoming objections by an industry that was heavily invested in old infrastructure. This included web landing pages, instructional and marketing videos, printed consumer materials, and online sales and technical documents.

Creation of Social Media Strategy

I used social media channels (Facebook, LinkedIn, Twitter) as a means to get quicker communication to dealers about new technology, new products, and new opportunities to make sales. I also developed a WordPress blog to highlight manufacturers and to give in-depth details about unique product features. Approximately 14% of website visitors came from the blog.

Awards:

2010 modernpostcard.com — Featured Design in White Paper

9/00 to 8/09

Graphic Designer/Marketing Officer

Elevations Credit Union, Boulder, Colorado

Marketing campaign development. Brand management. Graphic design for print, email marketing, advertising, and digital signage. Website content management for www.elevationscu.com. Project management. Video production and editing.

Accomplishments:

9 for 9 Customer Acquisition Campaign

I developed a campaign with an offer of a 9% dividend rate on \$1,000 for 9 months. The strategy was to attract the type of customer that had at least \$1,000 in discretionary cash, and lock them into an account for 9 months, giving Elevations the opportunity to engage them for long-term patronage. "9-for-9" became Elevations' signature campaign and was continuously refreshed from 2006 to 2009, over which time the customer base grew from 75,000 to 80,000.

Consumer Onboarding and Engagement Campaign

I developed a self-running program targeted to new customers segmented into 4 age groups. The campaign matrix included 14 product pitches with age group variations. The strategy was to engage customers in their first year of patronage when they have a high propensity to adopt additional products and become brand loyal.

Event Merchandising and Strategy

During my employment, Elevations hosted, sponsored, and/or participated in over 100 community and educational events per year. I created branded environments and supported event marketing goals with associated localized campaigns that resulted in driving traffic to retail branches.

Name Change and Rebranding Project Management

I was the project manager for the name change of U of C Federal Credit Union to Elevations Credit Union. The nine-month project touched every department of the organization and was completed on time and within budget. I personally worked within a creative team to redesign every branded communication channel including building signage, collateral, checking account and credit card products, website, event merchandising, branch interiors, and staff clothing.

Retail Branch Launches

During my employment, Elevations opened 8 new branches. I worked with an executive team and architect to brand building exteriors and interiors and develop merchandising. I also created campaigns for grand opening events and the first months of operation targeted to existing customers and potential new customers.

Awards:

2007 CUES Golden Mirror — Name Change and Rebranding
2004 CUNA Diamond — PR Program
2004 CUNA Diamond — Segmented Marketing
2003 CUES Golden Mirror — Credit Card Design
2003 CUNA Diamond — Membership Packet Design
2001 CUES Golden Mirror 2nd Place — Annual Report

5/98 to Present

Contract Marketing Designer

Gloria Wadzinski Design, Boulder, Colorado

Graphic design, marketing, and web design for financial, tourism, art, and service industries.

Clients:

Elevations Credit Union
Meridian Trust Federal Credit Union
Redwood Landscape
Harmony Foundation

Cool Girls Science and Art Club
The Colorado Directory
Smith-Klein Gallery
STA Laboratories

EDUCATION:

Bachelor of Science, Technical Communications

Emphasis: Printing and Publishing Management, Photography
University of Wisconsin – Platteville

Associate of Applied Science, Multimedia Graphic Design

Emphasis: Web Media, Video Editing
Front Range Community College, Colorado