

David Przybylowski

Graphic Design • Web Development • Web Design • Marketing Operations

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Extremely motivated designer and developer with a passion for both digital and print mediums and a yearning to learn anything technical. A word that best describes me, is loyalty. I dedicate all of my experience and years of extreme hard work for that companies success. I live for inevitable changes in technology and always stay abreast of the new design and development techniques that tomorrow offers. I thrive in fast-paced environments and take extreme pride in my company's success, my team's accomplishments and of course my own achievements.

QUALIFICATIONS AND SKILLS

Design and Print:

- Vector Art
- Logo Design
- Color Theory
- Typography
- Color Separating
- Compositions
- Photo Shoots
- Photo Retouching
- Catalog Creation
- Press Checks
- Package Design
- Trade Shows

Marketing:

- E-mail Blasts
- Landing Pages
- Segmentation
- Campaigns
- SEO / SEM
- Eloqua / Marketo
- Salesforce.com
- Surveys (API)
- Webinars (API)
- Brochures
- Case Studies
- PowerPoint

Digital Web:

- Design
- Development
- HTML, HTML5
- CSS, CSS3
- Dreamweaver
- Javascript
- Forms
- jQuery
- PHP
- MySQL
- Drupal
- Responsive

MOST RECENT ACHIEVEMENTS

Migration Omnitracs LLC - Led team in migration efforts from Eloqua to Marketo. Personally migrated Omnitracs' extensive library of email, HTML landing pages and forms in a two week period.

Nurturing Campaign Omnitracs LLC - Main developer with key design input for a demand generation campaign canvas, which included the main program, supported by 5 forms, 19 emails and 4 landing pages. This program generated potential bookings of well over \$1,000,000 in a three month period.

SEO Standards Omnitracs LLC - Based on a third party crawl of Omnitracs' public website, I personally fixed 90% of about 20,000 issues which included alt tags missing, titles being too long, multiple H1 tags and many more issues. This helped Omnitracs reach first page visibility in most search results by allowing these pages to be crawled correctly.

PROFESSIONAL EXPERIENCE

Omnitracs LLC Formerly, a Qualcomm company San Diego, CA 2013-present

Marketing Operations Manager / Sr. Graphic Designer

Omnitracs, LLC is a main fixture for private and for-hire fleets seeking fleet management solutions, including software applications, platforms and information services, for the trucking industry.

- Served as head artist for a re-branding initiative of brochures, white papers, tech sheets, brand book, and Powerpoint presentations.
- Spearheaded the SEO optimization of omnitracs.com, based on a consulted technical audit
- Develop e-mail blasts, landing pages, portal intranet and external internet Drupal web page modifications using HTML, CSS, jQuery and Javascript. Manage 3rd party API integration for webinars, surveys.
- Conceptualize marketing e-mail campaigns using Eloqua Campaign Canvas and Salesforce.com integration for demand generation, lead generation marketing. Build segmented e-mail lists based on criteria worksheets. Build custom programs with Eloqua's Program Builder.
- Developed extensive Demand Generation, Eloqua, campaign canvas based on primary concerns : Safety, Fuel, Driver and Compliance. Total program results: (January until April 2014), Total delivered: 37,127, Form submissions/opportunities: 54 (10 direct and 44 indirect), opportunity value: Total in cab units = 2,534, Average units per opportunity = 46.9 units, Potential total bookings = \$1,622,273.80

Tchotchke's San Diego, CA 1998-2011

Art Director / Graphic Designer / Web Developer

Tchotchke's was a start-up company that came to life in 1998 and supplied college and university bookstores with fun and innovative gift and novelty items with the design trend of the time.

- Continuously identified college trends, in which I provided design and production based on those trends which was superior to our competitions
- Successfully managed other artists in the design and production for collegiate bookstore merchandise
- Led design and direction for all internal marketing materials including: (brand identity system, flyers, annual catalogs, product sales sheets, sales representative sales tools and trade show collateral)
- Initiated the design and development for the company's new and more user friendly PHP based web site. This included all product photography and Photoshop image editing. I also developed the MySQL database for this project, which included well over a thousand products

Continued...

Imprinted Products Corporation San Diego, CA 1988-1998

Assistant Art Director

- *Managed a team of artists in the design and production for collegiate bookstore merchandise (lapel pins, drink ware, desk accessories, spirit items etc.). Accounts including most major college and universities.*
- *Design and production for licensed sports lapel pins. Accounts including Major League Baseball, National Hockey League, National Basketball Association and the 1996 Atlanta Summer Olympics.*

FREELANCE

Michael R. Rhames & Associates, PC, 2014

Web Development for "mrrandassoc.com" a custom, responsive, parallax web site using Bootstrap framework, enhanced with JQuery and Javascript.

Kate Sessions Elementary School, 2014

Graphic Design for postcard styled invitation and cover for annual auction booklet.

MVB Designs Inc., 2011- 2013

Graphic and Package Design for retail stores, including soaps, candles, lotions and spices.

Susan Kowalski - Redondo Beach City Council, 2013

Designed complete campaign identity program for Susan's and her run at the 2013 Redondo Beach city council. This included design for yard signs, postcards, bumpers tickers, T-shirts, hats, business cards and buttons.

Jeanette Matos - Professional Hair Salon, 2011-2013

Developed Jeanette's personal company web site. Designed and produced Brochures, business cards and coupons for her everyday marketing.

Fusion Elite Marketing, 2010-2012

Developed and designed company web site, this included all product photography and image manipulation. Designed Fusion's identity and collateral. Fluently delivered all production art mechanical to vendors for creation of merchandise.

TECHNICAL SKILLS *Highly adaptable to both Macintosh and Windows platforms.*

- *Adobe Creative Suite CS 6 (Illustrator, Photoshop, Dreamweaver, Flash, InDesign, Acrobat Professional)*
- *Microsoft Office (Word, Excel and Powerpoint)*
- *Eloqua, Marketo, Salesforce.com, SharePoint, ExtraView, Drupal, Bootstrap, Clicktools, On24, MySQL, Microsoft SQL Server, FTP*
- *<= HTML5, <= CSS3, Javascript, DOM, jQuery, PHP, SQL*

EDUCATIONAL BACKGROUND

Palomar College San Marcos, CA - Attending

CSWB - Web Development

Relative classes completed - CSWB 110 Web Site Development with XHTML, CSWB 110 Javascript, CSIT Introduction to SQL, CSWB 150 PHP w/ MySQL, CSWB 130 Advanced Web Site Development.

Platt College San Diego, CA

Diploma in Graphic Design

Allan Hancock Junior College Santa Maria, CA

Studies: Graphic Design, General Education.

A LITTLE GIVE BACK

Junior Achievement San Diego, CA - 2013

JA BizTown - This program provides useful, practical content to assist teens in the transition from being students to productive, contributing members of society.

JA BizTown is amazing, in that they help young people believe in their future. I found the experience to be extremely fulfilling.

Eager Loyal Passionate Team player Funny... No really!