



staś obrebski
creative brand solutions

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OBJECTIVE

Leading, developing, and inspiring a team of creative professionals in concepting and executing exceptional solutions to complex communication challenges. Applying my unique experience and skillset to support them and to make them successful. Continuing to grow as a Creative Director and communications force across media.

PERSONAL STATEMENT

Highly driven critical thinker and creative problem solver. From concept to messaging, visual design, and strategic marketing deployment. Multifaceted, consistent performer under pressure, with a proven track record building brands and producing bottom line ROI. Through marketing strategy, creative direction, effective team management, and user experience design.

EDUCATION

- 2006 – Graduated Summa Cum Laude, Towson University Honors College, Bachelor of Science in Fine Arts with concentration in Visual Communications
- Recipient, Towson Honors College Scholarship and Towson Presidential Scholarship
- Member, National Society of Collegiate Scholars
- Spring 2003 – study abroad at Brunel University, United Kingdom

PROFESSIONAL EXPERIENCE

2014 – Present: Creative Director, BTE

- Develop and grow brand presence and penetration across key market segments.
- Define and drive communications strategy and message with business development stakeholders.
- Build, develop, and lead team executing effective visual and written communications across print, web, environmental, and interactive. Including creative direction, messaging, and copywriting.
- Art direct print collateral, ad campaigns, direct mail, web, email, photo, video, and training material.
- Oversee buildout of new web presence, personally messaging and copywriting.
- Build, negotiate, and manage marketing campaigns across media.
- Incept and engineer Content Marketing for business units.
- Manage Marketing Automation system and integrate with CRM for lead gen, nurturing, and tracking.
- Drive product development creative from a strategic brand perspective - from software UI design to industrial design and product labelling.

2010 – Present: Creative Manager, BTE

- Lead visual and written communications across print, web, environmental, and interactive for Products and Services divisions - including creative direction, messaging, and copywriting.
- Art direct print collateral, ad campaigns, direct mail, web, email, photo, video, and technical writing pieces.



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- Manage marketing campaigns - including booking placements, hiring and managing consultants and vendors.
- Head up product development creative - software UI to labelling and industrial design.
- Lead Brand Strategy initiative, distilling complex two-pronged business to single, clear, message and identity, through to Corporate Style Guide and implementation.
- Recruit, mentor, and develop Graphic Designer in a fast-paced environment, where nimble, efficient service of the roster of internal clients is a must.
- Establish Creative Department, and grow web presence and marketing reach.
- Work with business unit heads to architect and shape BTE's tradeshow presence, including art direction and design of environmental signage, motion graphics, in-show and pre-show promotional campaigns, and product demonstrations.
- Plan and execute product demo and training video projects.

2006 – Present: Freelance Design and Marketing Services

- Solve communications challenges for a number of clients. Execute and deliver solutions, spanning logo and visual identity, branding, web presence, e-commerce, web application user interface, and print design.

2003 – 2010: Graphic Designer, BTE

- Interface with multiple departments – Software, Mechanical Engineering, Sales, Customer Service, Training, and Production – to execute print collateral, ad, web, multimedia, illustration, software user interface, product labeling, photo, video, and environmental design, as well as technical writing projects.
- Apply sensitivity to usability and user experience – going beyond iconography illustration and strict delivery of custom graphics – to establishing deep involvement in optimizing hierarchy and process flows throughout softwares to make UX more intuitive and more consistent across the product family.
- Work with stakeholders on copywriting and messaging of customer-facing written and visual communications.
- Design and build new corporate website combining formerly disparate entities joined through merger. Execute code, art, and copy – with strong SEO for enhanced brand visibility.

TECHNICAL SKILLS

Extensive experience using Adobe Creative Suite and related industry apps to design and author for print, screen, web, and video – on both OS X and Windows.

Expert

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe DreamWeaver

Proficient

WordPress
Salesforce.com
ActOn Marketing Automation



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Google Analytics
Google AdWords
Social Advertising

Capable

Apple FinalCut
Adobe AfterEffects
Adobe Premiere Pro
Adobe Encore
Adobe Media Encoder
Adobe SoundBooth
Audacity
Ableton

REFERENCES

Available upon request