

Dan Grajek
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Marketing /Advertising Professional with 10+ years experience in producing graphics, coordinating marketing campaigns and trade show activities, and general marketing projects cost-effectively.

- Strong customer service focus helped increase sales at trade shows. Earned recognition as “top seller” from event attendees and booth staff.
- Exceptionally strong creative and graphics skills. Created high-profile brochures, ads, catalogues, posters, media kits, etc. in print (and web) format for a non-profit organization (7 years) and a corporation (1 year). 8 years experience coordinating trade show booth graphics.
- Known for excellent writing skills. Copywriting contributed to increased product sales, membership recruitment, and trade show attendance. This task required a firm grasp on highly technical information and a handle on common everyday language to appeal to technically-minded individuals.
- Outstanding verbal communication skills. Taught high school English for one year.
- Administered virtually every stage of direct mail marketing campaigns —from initial writing to graphic design to final printed piece. Tracked, analyzed and evaluated responses of each campaign for future reference. Maintained and monitored sales campaign budget.
- Proven relationship builder and team player. Acted as liaison with representatives of several divisions to coordinate appropriate messaging and materials at trade show booths.
- Carried out instructions from Marketing Manager for miscellaneous projects (sometimes at the spur of the moment) such as photo renderings in Photoshop, rewrites of collateral materials, and acquisition of promotional products.
- Negotiated with vendors and made decisions to secure the best possible price for superior goods and services. Was able to lower the cost of two competitive vendors for electronic catalog project by \$100,000.
- In charge of all activities related to the company website.
- Proficient in InDesign, Illustrator, Photoshop, and Microsoft Office.

EMPLOYMENT

<i>Freelance Marketing Specialist / Graphic Designer</i> Out There Creative Services, Dearborn, MI	2006 – 2013
<i>English Teacher</i> Clara B. Ford Academy, Dearborn Heights, MI Professional Education Services Group, LLC, Burton, MI	2011 – 2013
<i>Marketing Coordinator</i> Transmission Technologies Corporation, (TTC), Plymouth, MI	2006 – 2007
<i>Marketing Coordinator / Graphic Designer</i> Society of Manufacturing Engineers, (SME), Dearborn, MI	1998 – 2005

EDUCATION

Bachelor of Arts (English), University of Michigan, Dearborn, MI