

## QUALIFICATIONS PROFILE

Multi-talented Individual with exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining “win-win” partnerships. Passionate and inventive creator on innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

## SUMMARY OF QUALIFICATIONS

### **Education**

- **Brownell-Talbot High School**, 400 N. Happy Hollow Blvd., Omaha, NE 68132
- **Metropolitan Community College**, P.O. Box 3777, Omaha, NE 68103. Class of 2002
  - Associate of Applied Science in Graphic Communication Arts (GCA)
- **University of Nebraska at Omaha**, 6001 Dodge Street, Omaha, NE 68182. Class of 2006
  - Bachelor of Science in Studio Arts with an emphasis in Graphic Design
- **Dale Carnegie Graduate**, Effective Communications and Human Relations, April 2011
- **University of Nebraska at Omaha**, 6001 Dodge Street, Omaha, NE 68182. In-Progress
  - Bachelor of Science in Communications with a concentration in Public Relations-Advertising

### **Computer Skills**

- Eight years professional Graphic Design experience utilizing Adobe CS through CS7 (Illustrator, InDesign, Photoshop, Dreamweaver, Fireworks and Acrobat Pro)
- Microsoft Office 2010 (Word, Excel, PowerPoint, Outlook and Visio)
- Proficient in Mac and PC environments
- HTML and XHTML-CSS; image optimization for web and email use
- Lotus Notes
- Content Management Systems (CMS)
- Strong research skills via, the Internet, vendors and business networks
- Knowledgeable in social media platforms, i.e. Facebook, Twitter and LinkedIn
- Efficient at both physical and digital document scanning and storage

### **Communication and Management**

- Strong communication and effective management skills
- Solid track record of simultaneously organizing multiple complex projects in fast-paced environment
- Ensures high productivity with the ability to maintain quality standards while performing under high-pressured situations with deadlines
- Connects and relates well with customers, co-workers and management
- Trained in AP Style writing

## EMPLOYMENT EXPERIENCE

### ***Administrative Marketing Assistant***

#### **Advance Services Inc. - Omaha, NE, January 2015 to September 2015**

- Wrote, edited and proofread copy for press releases, flyers, social media and job postings
- Oversaw all social media activity throughout the company including boosted ads, posting of jobs, events and sharing of industry news
- Created marketing materials utilizing Adobe Creative Cloud Software
- Ran monthly sales reports for all branch locations

### ***Administrative Support / Communications Coordinator***

#### **Hyatt Hotels and Resorts - Corporate Sales Training - Omaha, NE, April 2013 to December 2014 (21-month Contract Position)**

- Collaborates with other marketing team members to develop content, communication strategies and campaigns through print, email and other digital channels
- Maintain assigned sections of department's internal and external websites, this includes uploading images, loading accurate course information and approving access for approved users
- Responsible for coordinating, designing and redesigning needed material for Sales Training sessions
  - Verifies accuracy of attendee Information, such as job title, property name and location
  - Edit course confirmations and other internal communications released throughout the company
- Authored a series of Standard Operating Procedures (SOP) outlining department procedures
- Proofreads attendees survey responses along with factoring the Net Promoter Score (NPS) for each class
- Updates a series of spreadsheets tracking class enrollments along with the movement of sales managers, sales directors, catering directors and general managers throughout North and South America
- Printed and prepared documents onsite, which includes cutting, folding, 3-hole punching and placing necessary items into envelopes
- Document scanning and shredding of materials returned from trainings

## EMPLOYMENT EXPERIENCE (Continued)

### **Freelance Graphic Designer**

#### **American Laboratories Inc. - Omaha, NE, March 2007 to Present**

- Assist marketing team with development of marketing strategies and campaigns
- Use Adobe CS4 to design all of the marketing collateral, while maintaining branding standards

### **Group Customer Service Representative**

#### **Mutual of Omaha - Omaha, NE, February 2012 to May 2012**

- Fielded incoming calls from employers, employees, agents and brokers pertaining to group policies, claim process and overall status of claims

### **Sales Support / Graphic Support**

#### **Continuum Worldwide, A Mutual of Omaha Company - Omaha, NE, June 2009 to February 2012**

- Monitored all product delivery while building stronger client relationships
- Worked directly with account managers and clients to have pre-press work approved and ready for printing while providing final layouts for the production manager
- Utilized Adobe CS5 software to produce original marketing material while following branding standards when necessary
- Provided instructions for the assembling of final layouts for printer
- Responsible for operating and overseeing large format printing operations, including researching and negotiating prices with various vendors
- Served as a backup to productions managers for small format printing, this included printing, cutting, folding and binding of documents along with using the proper paper size, finish and weight
- Scanned, copied and stored physical and digital files
- Sorted and prepared mail items for scanning

### **Graphic Designer**

#### **Militti Sales - Omaha, NE, January 2008 to May 2009**

- Developed all product marketing collateral using Adobe CS and digital photography, this included company website maintenance as well as optimizing images for Web and email distribution

### **Email Coordinator**

#### **AmeriCAL - Omaha, NE, June 2007 to January 2008**

- Pre-Flighted incoming art files before they were sent to the printer
- Managed all incoming and outgoing emails pertaining to client supplied digital files
  - Reviewed art files
  - Oversaw print/proof delivery for client approval

### **Sales Floor Associate**

#### **JCPenney Co. - Omaha, NE, July 1998 to June 2007**

- Strengthened customer service skills by assisting consumers with their purchases
- Aided in the "design," development and maintenance of visual displays
- Stocked merchandise in an orderly and visually pleasing way adhering to corporate guidelines for itemization for sizing and color order

## ONLINE RESOURCES

### **Professional Networking**

- [www.linkedin.com/in/kylegiwoyna](http://www.linkedin.com/in/kylegiwoyna)

### **Online Portfolios**

- [www.behance.net/kylegiwoyna](http://www.behance.net/kylegiwoyna)
- [www.kylegiwoyna.wordpress.com](http://www.kylegiwoyna.wordpress.com)

### **Social Media**

- [www.pinterest.com/kgiwoyna](http://www.pinterest.com/kgiwoyna)

## ACTIVITIES AND INTERESTS

- **Current member of USTA** (United States Tennis Association). Active player for 25 years
- **Metro Classic Hockey League** (MCHL) player since 2006 and current player for the **Omaha Pirates Hockey Club**
- **Mutual of Omaha Toastmasters Club** member 2011-2012
- **Tangier Shrine** member since 2009

## VOLUNTEERING EXPERIENCE

### **American Advertising Federation (AAF) Omaha - Public Service Campaigns**

- **2015** graphic designer for the redevelopment of [www.heartlandhopemission.org](http://www.heartlandhopemission.org)
- **2015** Coalition on Human Trafficking