

# TOMASZ MAJEWSKI

COMMUNICATION STRATEGIST • CREATIVE DIRECTOR • DIGITAL MARKETER



- ✕ tomaszmajewski.com
- ✕ linkedin.com/in/tomaszmajewski
- ✕ twitter.com/tomaszmajewski

7100 oliver avenue south | richfield, mn 55423  
tom@tomaszmajewski.com  
218 393 0742

## EXPERIENCE

Sr Copywriter & Social Media Manager  
CliqStudios  
2016 - Present

- Authored original blog content, wrote advertising and collateral copy, update website verbiage.
- Engaged with followers and developed content for a wide social footprint.
- Established social listening programs to find and leverage user generated content.
- Managed reputation across multiple consumer review sites; successfully removed Yelp listings.
- Developed, deployed, and nurtured new influencer marketing campaigns.
- Drove outreach to designer, blogger and editorial community to secure product placement, reviews, and editorial coverage.
- Provided ad-hoc support for human resources, product development, financing, dealer channel.

Principal  
Majewski Marketing & Media LLC  
2011 - Present

- Leveraged digital and traditional channels to accomplish campaign goals.
- Designed print and digital collateral, produced video content.
- Acting as Creative Director, managed freelance staff; coordinated vendors.

Marketer & Graphic Designer  
West Academic Publishing  
(formerly a part of Thomson Reuters)  
2009 - 2011

- Designed collateral, digital visuals and mobile application user experience graphics while adhering to strict Thomson Reuters branding guidelines.
- Designed, coded, and distributed email campaigns, updated micro-site HTML code, developed social media and pay-per-click advertising strategies.
- Working as part of a cross-functional team, developed corporate-wide standards for use of social media, published employee manual, and presented short seminars on proper use.
- Executed all marketing projects for AttorneyJobs.com (independent entity within TR), writing and designing all communications for social media, print ads, collateral, online & print.

Director of Marketing  
Great Lakes Aquarium  
2005 - 2008

- Maximized exposure within a tight budget when planning all media, including sourcing, purchasing and placing all print, broadcast and out-of-home advertising and collateral materials.
- Reduced marketing costs through elimination of under-performing vehicles, maximizing use of in-kind media, and developing all creative in-house.
- Facilitated all communication with media by writing and distributing news releases, giving interviews, conducting VIP tours and planning receptions/special events.
- Fostered strategic relationships with key community organizations and formed partnerships with other nonprofit entities to advance the GLA's educational mission.

## EDUCATION

University of St. Thomas  
2012

Certificate Course  
Mini Masters of Marketing Management

College of St. Scholastica  
1999 - 2003

Bachelor of Arts  
Management; International Management (double major) | Communications; Art (double minor)

## DEMONSTRATED EXPERTISE

Earned & Paid Social	Graphic Design	Adobe Photoshop	MS Word	Mail Chimp
Google Adwords	Photography	Adobe Illustrator	MS Excel	Constant Contact
Copywriting	Video Production	Adobe InDesign	MS PowerPoint	ActOn

## WORK SAMPLES

tomaszmajewski.com