

JEFFREY S. ZAJAC

PROFILE:

Design and marketing professional specializing in web, print and digital design, collaborative production and marketing effectiveness. Vast experience managing all stages of the creative process from cultivating ideas that identify specific client needs to maintaining brand integrity across multichannel campaigns.

COMPUTER SKILLS:

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat/Distiller), graphic design, digital publishing, social media, web design, html, CSS, WordPress, Microsoft Office.

EDUCATION:

West Chester University of Pennsylvania
Bachelor of Fine Arts with a Graphic Design concentration
1999
Dean's List

PROFESSIONAL EXPERIENCE:

Greater West Chester Chamber of Commerce

West Chester, PA
MARKETING & COMMUNICATIONS MANAGER
Jul. 2016 – present

Responsible for all marketing and communications-related initiatives associated with the Greater West Chester Chamber of Commerce brand including:

- Create, curate, and manage all published and distributed content (images, video and written);
- Schedule and distribute communications across all channels/platforms;
- Develop and maintain consistent execution of brand identity, promise and experience;
- Increase brand recognition
- Partner with internal staff to strategize, develop, create and implement marketing strategies and branded campaigns;
- Analyze each marketing campaign and initiatives to determine effectiveness and cost efficiency;
- Direct, monitor and coordinate activities of outsourced projects to ensure adherence to timeline, progression, delivery and budget expectations;
- Update and maintain the chamber's website, microsites and blog;
- Design, distribute and market weekly email eNewsletter;
- Schedule, monitor and manage social media (quarterly marketing reports);
- Direct, monitor and coordinate production of bimonthly print/digital publication;
- Develop and maintain the chamber's "ThinkShopBuy...LOCAL" initiative;
- Create marketing and promotional communications (online, print and video).

O&B Communications (PMMI Sponsorship Marketing)

Paoli, PA
ART DIRECTOR
Jan. 2014 – Jul. 2016

- Responsible for all creative aspects related to digital, print and online media;
- Design/Layout/Production of bimonthly magazine, trade show news magazines, promotional/marketing materials and advertisements;
- Develop and manage repository of images/photos/artwork/logos;
- Maintain archives;
- Create custom e-mail campaign templates;
- Post videos online;
- Correspond with vendors, clients and internal teams.

CONTACT:

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CONTINUE...

Freelance | Creative Design and Marketing Services

West Chester, PA

ART DIRECTOR | DESIGN MANAGER | GRAPHIC DESIGNER

Jan. 2001 – Jul. 2016

- Provide creative and communicative media marketing services;
- Identify client needs;
- Design marketing communications specializing in advertisements, publications, web design and e-mail campaigns;
- Strategize and develop marketing plans;
- Correspond with clients, vendors and internal teams;
- Hire and manage freelance design, editorial and web professionals;
- Pricing, negotiating, billing, bookkeeping and processing payments.

NEWS-Line Publishing, Inc.

King of Prussia, PA

PUBLICATIONS DIRECTOR

Nov. 1999 – Jan. 2014

DESIGN MANAGER/MARKETING MANAGER/DIRECTOR:

- Responsible for all creative aspects related to digital, print and online media;
- Lead the Editorial, Design and Sales Departments through production of 22 online healthcare publications;
- Hired, trained and supervised design staff;
- Established deadline schedules and production procedures;
- Purchased software and set up in-house production of digital publications;
- Corresponded with vendors and internal teams;
- Drafted proposals, formulated budgets and developed marketing strategies;
- Implemented strategies of SEO, e-mail campaigns and social media;
- Collaborated with Editor-in-Chief and Publisher regarding publication management.

INTERACTIVE ART DIRECTOR/PRODUCTION MANAGER/WEB DESIGNER:

- Designed and created company website and multiple third party websites, custom e-mail campaign templates, digital/print publications and marketing materials;
- Designed, set up and managed online retail store and merchant account;
- Maintained archives;
- Maintained computer hardware and software for Design Department.

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