




# Mike Wozniak

Associate Creative Director

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527 W. Surf St., Chicago, IL 60657 

I'm a highly driven and forward-thinking creative with a proven record of success in delivering cutting-edge, multichannel creative concepts for nationally recognized organizations. I seize opportunities to streamline and optimize workflows with impactful process refinements that improve team adherence to brand standards, reduce time, and yield significant returns in quality and efficiency. I expertly blend articulate storytelling with deadline-driven project management to manage all stages of campaigns—from ideation to launch. As a dedicated leader and growth-oriented mentor, I strengthen team deliverables by working closely with individuals to identify and cultivate each person's unique talents. As a visionary producer with exceptional creative problem-solving skills, I drive winning creative that delivers an immediate impact on consumer sales while ensuring client satisfaction and repeat business.

## EXPERIENCE

### FCB, Chicago, IL

Associate Creative Director | 2021–Present

**Generated \$2MM in investments** in Point of Sale Materials for Michelob Ultra Light during its second sales Trimester of FY2022 with Texas, Golf, and Professional Athlete thematic programs.

**Doubled investment** in Point of Sale Materials for Michelob Ultra Pure Gold compared with **FY2021 Summer Programs**.

**Won incremental business** for Michelob Ultra Light Global Trade Marketing and global motorsports partnerships.

### Grant Thornton, Chicago, IL

Senior Creative Associate | 2019–2021

**Saved company \$50k** by successfully reworking existing go to market campaign developed by AOR into a new COVID response campaign titled "Power On," saving company from needing to hire AOR to develop new campaign; developed and deployed print/digital ads within one month; created new end cards for TV commercials and developed new scripts for voiceover; selected music for videos.

**Lead firm-wide rebranding initiatives;** design ads for print/web, develop and present concepts for brand ads, retouch photos, and concept with internal marketers as well as agency partners; attend focus groups and utilize feedback to refine creative direction.

**Improved quality of creative briefs** by developing brief template for ad campaigns outlining all aspects of project flow, timelines, and deliverables for all internal marketers.

Drove efficiency by contributing to development of **company's first-ever brainstorming playbook**, helping to generate better creative.

**Captured 300% increase in monthly site-wide traffic** among target audience, generated 12X more monthly sales leads, drove 145% increase in email open rates, boosted site traffic 276%, generated over 200 leads for COVID-19 business team by developing COVID response content series; campaign earned shortlist recognition by Effie Awards.

## SOFTWARE SKILLS

Mac OS

Microsoft Windows

Microsoft Office Suite

Adobe Creative Cloud

- Photoshop

- Illustrator

- InDesign

- XD

- Fresco

- Acrobat Pro,

- AfterEffects

- Dreamweaver

Mac Office Suite

- Pages

- Numbers

- Keynote

Sketch App (UX/UI)

ProCreate

Autodesk Sketchbook

## PROFESSIONAL SKILLS

Experiential Marketing

Concepting

Copywriting

Project Management

Campaign Development

Brand Management

Pitches/Presentations

Creative Briefs

Client Relations

Illustration

UX/UI Design

Storyboarding

Photo/Video Shoots

Retouching

Print Production

Social Media



# Mike Wozniak | Associate Creative Director

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## EXPERIENCE (CONTINUED)

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### Mosaic North America, Chicago, IL

Senior Art Director | 2016–2019

Led art direction, creative concepting, layout, illustration, and graphic design of **shopper marketing campaigns for Starbucks CPG**, including digital and in-store marketing for **Starbucks at Home Coffee at Walmart, Target, and Kroger** (point-of-purchase displays, posters, shelf talkers), banner ads, websites, microsite activations, and in-store sampling.

**Generated 8.35% increase in sales for Starbucks (5.83% over category)** by developing three seasonal digital campaigns on Walmart's brand pages, inspiring Walmart shoppers to become At Home Coffee "Flavoristas".

**Directed photoshoots with budgets of up to \$20k**; optimized budgets by building efficiencies into shoots and leveraging each shoot for multiple applications.

**Conducted client-facing presentations**, showcasing seasonal campaign concepts for Starbucks At Home Coffee for multiple retailers, ensuring concepts met both Starbucks and retailer goals.

**Coordinated final production of print collateral**; provided raw photos and retouching reports to print production studio; reviewed and ensured accuracy of hard print proofs.

Partnered with third-party developers for **digital rich media applications**, animations, and UX behaviors.

**Won B&G Foods' business** by developing an e-commerce playbook and utilizing it to develop creative strategy for selling Pirate's Booty and adjacent products on Amazon.

### Wunderman , Chicago, IL

Art Director | 2013–2016

**Drove graphic design and art direction** of projects for clients, including Bloomin' Brands (Outback Steakhouse, Carrabba's), Chevron, Goodyear, Microsoft, Xbox, and Miller-Coors.

**Developed custom illustration/mural for Microsoft booths** at the 2016 Democratic and Republican national conventions.

**Coordinated and directed photoshoots**; designed sets, sourced staging materials, and worked with third-party vendors /photographers.

Partnered with copywriters to develop compelling **print, digital, and email marketing campaigns**.

**Managed and mentored team** of freelance and junior art directors and writers.

## EDUCATION

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### Mercyhurst University, Erie, PA

B.A., Graphic Design; Minor in Communications (PR) 2005

## ADDITIONAL EXPERIENCE

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### SGK, Chicago, IL

Senior Art Director (Freelance) | 2019

Designed page layout for Amway's Achieve Magazine. Concepted and executed creative for Amway-sponsored events. Developed updated retail environment for Amway business center.

### CommonGround-MGS, Chicago, IL

Art Director | 2015

Developed multicultural point-of-sale tools for US market. Created storyboards for commercials and web content. Delivered beyond the brief and pitched integrated campaigns to foster client relationship and trust.

### HERE (Formerly NAVTEQ), Chicago, IL

Graphic Design | 2009–2013

Developed brand guidelines for corporate merger; co-authored business-to-business image-making guidelines. Built corporate social media presence across multiple platforms.

### Grubb & Ellis Co., Chicago, IL

Graphic Designer | 2007–2009

Developed branding materials for commercial clients. Collaborated with internal marketing professionals on sales materials. Created and maintained property websites and eBlasts.

### New Era Cap Co., Buffalo, NY

Production Artist, 2006–2007

Designed series of hats sold in New Era flagship store. Created mock-ups for production of customized apparel.

## PROFESSIONAL DEVELOPMENT

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### General Assembly

UX/UI Intensive | 2020

## GROUP AFFILIATIONS

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### AIGA

Chicago Chapter | 2008–Present