

JACOB PIECZYNSKI

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Chicago, IL

Strategic communicator, marketer, and project manager helping organizations align their story with their KPIs

KEY WORK EXPERIENCE

The Academy for Urban School Leadership (AUSL), Director of Marketing and Communications Chicago, IL
July 2023 – Present

- Creates and enacts a multi-channel recruitment marketing campaign that resulted in the largest incoming teacher training cohort in nine years, surpassing the previous year's recruiting cohort by 157%, and resulting in an increase of \$1.8 million in contract value.
- Partners with the business development and sales team to lead client acquisition strategies across email, digital advertisement, event, and webinar acquisition channels, resulting in won contracts worth \$1.6 million.
- Leads development and implementation of multi-year marketing and communications strategy that allocated a \$265,000 marketing budget across digital, print, out of home, social media, and referral channels.
- Achieves objectives outlined in marketing and communications plans through strategic execution and monitoring of performance metrics on a comprehensive marketing dashboard for real-time evaluation.
- Establishes and maintains evaluation systems to assess effectiveness of marketing efforts and report outcomes to executive team and board members.
- Manages marketing team, including supervision of the Marketing and Communication Manager, and resources to support marketing initiatives, ensuring systems and procedures are optimized for success.
- Analyzes marketing data to derive insights and shape future strategies, optimizing campaign performance and audience engagement.
- Oversees brand identity and messaging across all organizational efforts, integrating marketing strategies into programs and philanthropic activities.
- Proactively identifies trends and monitors current events and influencers to anticipate opportunities to shape and lead the national conversation on teacher training and K-12 consulting, while guiding strategic press outreach including press release messaging, creation of press kits, interview preparation, and managing responses to media inquiries.

Language & Culture Worldwide (LCW), Marketing and Communications Manager Chicago, IL
September 2021 – July 2023

- Served as the organization's Marketing and Communications leader, directly reporting to the CEO and collaborating with c-suite members to manage internal communications and crisis communications response.
- Created the organization's first Integrated Marketing and Sales plan, contributing to YOY sales growth.
- Supervised the Communications Associate and oversaw the communications strategy across channels including the organization's podcast, Facebook, LinkedIn, Twitter, Hootsuite, Mailchimp, Wordpress, Anchor, and Headliner.
- Created targeted multi-channel marketing campaigns across SEM, promoted social media, remarketing, and email marketing channels, managed in HubSpot Marketing Hub.
- Project-managed the organization's webinar series and live stream events, bringing together multiple departments in order to generate marketing qualified leads.
- Implemented the organization's first SEO and content marketing strategy using SemRush software.
- Directed the development of collateral such as c-suite level presentations, one pagers, flyers, decks, speeches, and talking points for events, consultant outreach, and business develop initiatives.
- Led the firm's internal and external communication strategy through a transfer of ownership in April 2022.
- Authored external-facing documents such as blog posts, press releases, and white papers in conjunction with internal subject matter experts to demonstrate expertise and advance thought leadership.
- Project managed the creation of the organization's cold email marketing outreach tool, achieving a 40% open rate and 2% reply rate on cold outbound messaging.
- Owned the organization's rebranding process and delivered a redesigned website with focus on lead generation.

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One Hope United, Marketing Manager

Chicago, IL

June 2020 – September 2021

- Worked across lines of service to review marketing requests, generate marketing plans, and coordinate execution of plans with staff members, vendors, third-party designers, and external partners.
- Measured the effectiveness of projects by reviewing key performance indicators and reports to key stakeholders, making updates to project plans as needed for continuous success.
- Collaborated with IT team members to lead redesign and refresh efforts of the organization's digital giving tool (Wishbook) and the organization's website.
- Oversaw project budgets, including a \$100,000 Early Learning Center marketing campaign across the Chicagoland area that reached over 7 million people via direct mail and CTA and digital advertisements.
- Coordinated with Development staff to enact key project plans for major fundraising initiatives, including the organization's annual gala which generated \$180,000 in net revenue, exceeding internal fundraising goals.
- Project managed the organization's largest signature event, coordinating efforts with internal development and communications staff, graphic design talent, and external production teams.
- Designed and executed a project plan targeting acquisition of new potential donors, culminating in a 20% increase in donor email list contacts with express permission for future campaign communications.
- Managed design vendors, in-house graphic design talent, and third-party grant management agency relationships.
- Supported organizational initiatives, events, press conferences, and campaigns by producing print collateral, website content, social content, digital toolkits, OOH advertisements, mailers, videos, photos, and digital advertisements.
- Ran organizational accounts on platforms including Facebook, Twitter, LinkedIn, Instagram, Hootsuite, Google Analytics, Google Ads, Google Grants, Wordpress, Constant Contact, and fundraising software.

The Chicago Public Education Fund, Digital Marketing and Content Specialist (Contract)

Chicago, IL

June 2018 - November 2019

- Successfully enacted a project plan for the 2018 Principal Appreciation Campaign that resulted in a campaign reach of over 4.7 million people across Chicago and 300 principals recognized on social media.
- Supported the 2019 Principal Appreciation Campaign by managing all stakeholder outreach, allocating the \$50,000 project budget, delivering on project milestone dates, and creating social media and mail toolkits for stakeholder use.
- Partnered with CPS CTE Program leadership and RUSH staff to create a partnership allowing students to gain real-world experience by creating products and collateral for the Principal Appreciation event.
- Produced, edited, and implemented three social media videos that garnered an organic reach of over 50,000 users.
- Responsible for the technical run-of-show at a major event attended by over 400 city and school leaders, including remarks from the mayor of Chicago and CPS leadership.
- Hired a graphic designer and supervised the creation of Principal Pride branding and collateral.
- Coordinated design and placement of advertisements across Chicago's four largest newspapers and a \$15,000 advertisement buy on CTA bus and rail lines and facilitated advertisement creative design.
- Managed external relationships/partnerships with over 20 partner organizations, city aldermen, and CPS partners.

ADDITIONAL WORK EXPERIENCE

- *Executive Producer | We Are Tuvalu Environmental Documentary distributed on PBS/ABC Intl. (Jan. 2019 - July 2020)*
- *Freelance Communications Consultant | Various Domestic and International Clients (Nov. 2017- Present)*
- *Graduate Assistant | Loyola University Chicago (Aug. 2018 - May 2020)*
- *Video and Communications Intern | LUMIN Schools (Dec. 2017 - June 2018)*
- *Communications Intern | Schools That Can Milwaukee (May 2017 - June 2018)*
- *Research Intern | Legal Aid Society of Milwaukee (May 2016 - August 2017)*

EDUCATION

Marquette University

Bachelor of Arts

Summa Cum Laude

Majors: Digital Media and Writing Intensive English

Loyola University Chicago

Master of Communication - Digital Media/Storytelling