

JACOB PIECZYNSKI

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1919 S. Wabash Ave.,
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Strategic communicator and project manager, striving to help organizations amplify their voice

KEY WORK EXPERIENCE

One Hope United, Marketing Manager

Chicago, IL

June 2020 – Present

- Works 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
- Measures the effectiveness of projects by reviewing key performance indicators, reports to key stakeholders, and makes updates to project plans as needed for continuous success
- Collaborates with IT team members to lead redesign and refresh efforts of the organization's digital giving tool (Wishbook) and the organization's website
- Oversees project budgets, including a \$100,000 Early Learning Center marketing campaign across the Chicagoland area that reached over 7,000,000 people via direct mail and CTA and digital advertisements
- Coordinates 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 manages 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
- Manages design vendors, in-house graphic design talent, and third-party grant management agency relationships
- Supports organizational initiatives, events, press conferences, and campaigns by producing print collateral, website content, social content, digital toolkits, advertisements, mailers, videos, photos, and digital advertisements
- Manages organizational accounts 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

Chicago, IL

December 2018 - November 2019

- Supported the 2019 Principal Appreciation Campaign by managing all stakeholder outreach, helping allocate 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
- Coordinated a \$15,000 advertisement buy on CTA bus and rail lines and facilitated advertisement creative design
- Owned external relationships/partnerships with over 20 partner organizations, city aldermen, and CPS partners
- Executed a Google analytic analysis of the organization's website, culminating in over twenty recommendations for optimization and further qualitative analysis of website traffic using Hotjar session recording software
- Performed regular maintenance on the organization's website, Facebook account, and Twitter account

The Chicago Public Education Fund, Engagement and Communications Fellow

Chicago, IL

June 2018 - December 2018

- Successfully enacted a project plan that resulted in a campaign with a reach of over 4.7 million people across Chicago and 300 principals recognized on social media
- 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

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ADDITIONAL WORK EXPERIENCE

We Are Tuvalu (Environmental Documentary), Executive Producer
January 2019 – July 2020

Funafuti, Tuvalu/Chicago, IL

- Successfully secured international distribution of this film in over 51 countries with ABC International and PBS
- Supervised one production team of 6 crew members, and led on-site technical, audio, and visual production
- Designed and implemented the team's daily shooting schedules over a two week shoot in the country of Tuvalu
- Coordinated outreach to over 50 partner organizations and supported grant writing efforts to raise the film's budget
- Supported the post-production process by editing the film and developing pitches for distribution

Loyola University Chicago (Office of Student Conduct and Conflict Resolution), Graduate Assistant
August 2018 – May 2020

Chicago, IL

- Practiced motivational interviewing while conducting 1:1 conduct meetings with students as a conduct administrator
- Supervised 15 student leaders, and two student staff members; implemented professional development, and advised the student community board
- Responsible for planning travel logistics, presentation material, food services, and budgeting the department's annual off-campus training/retreat for all staff members and students

Freelance Communications Work, Communications Consultant
January 2017 - Present

Chicago, IL /Milwaukee, WI /San Juan, PR

- Produces digital content to meet organizations' business goals while harnessing the stories that make them unique
- Select Clients: Healing to Action (Chicago, IL), The Sato Project (San Juan, PR), Radcliff Senior Living (Wood Dale, IL), The Chicago Headline Club (Chicago, IL), Custom Showcase Aquariums (Chicago, IL), Retazo (San Juan, PR)

SKILLS/QUALIFICATIONS

- Crisis Communications Training (2019)
- Google Analytic Certified (2019)
- Proficiency in multiple content management systems (Wordpress, Wix, Square Space, etc.)
- Proficiency in Google Analytics, Google Dashboard, Google Ads, and Google Ad Grants
- Proficiency in Adobe Creative Suite (Premiere Pro, After Effects, InDesign, etc.)
- 150+ hours of high school classroom observation and student teaching experience

CERTIFICATES

- Google Analytic Certification (2019)
- Northwestern University Allstate Foundation Greater Good Nonprofit Leaders Program, Nonprofit Management (2021)
- Google UX Design Certificate (Expected Summer 2021)

EDUCATION

Loyola University Chicago
Master of Communication - Digital Storytelling

Marquette University
Bachelor of Arts
Summa Cum Laude
Majors: Digital Media and Writing Intensive English

VOLUNTEER EXPERIENCE

Chicago Scholars (2019-Present)
Mentor

Healing To Action (2019)
Volunteer Videographer/Editor

Gerber Hart Museum and Archives (2019)
Volunteer Event Videographer