

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

Language & Culture Worldwide, Marketing and Communications Manager
September 2021 – Present

Chicago, IL

- Serves 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 40% YOY sales growth
- Supervises the Communications Associate and oversees the communications strategy across channels including the organization's podcast, Facebook, LinkedIn, Twitter, Hootsuite, Mailchimp, Wordpress, Anchor, and Headliner
- Creates targeted multi-channel marketing campaigns across SEM, promoted social, remarketing, and email marketing channels, managed in HubSpot Marketing Hub
- Project manages 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
- Oversees development of collateral like 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
- Authors external facing documents such as blog posts, press releases, and white papers in conjunction with LCW's 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
- Owns the organization's rebranding process and delivered a redesigned website with focus on lead generation

One Hope United, Marketing Manager
June 2020 – September 2021

Chicago, IL

- 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, reports to key stakeholders, and makes 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 7,000,000 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
- 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
- Managed organizational accounts including Facebook, Twitter, LinkedIn, Instagram, Hootsuite, Google Analytics, Google Ads, Google Grants, Wordpress, Constant Contact, and Fundraising Software

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ADDITIONAL WORK EXPERIENCE

Chicago, IL

The Chicago Public Education Fund, Digital Marketing and Content Specialist

June 2018 - November 2019

- Successfully enacted a project plan for the 2018 Principal Appreciation Campaign that resulted in a campaign with a 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
- 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

We Are Tuvalu (Environmental Documentary), Executive Producer

Funafuti, Tuvalu/Chicago, IL

January 2019 - July 2020

- 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

ADDITIONAL WORK EXPERIENCE

- *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)*

SKILLS/QUALIFICATIONS

- 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.)
- Northwestern University Allstate Foundation Greater Good Nonprofit Leaders Program, Nonprofit Management (2021)
- HubSpot Marketing Certification (2023)

EDUCATION

Loyola University Chicago

Master of Communication - Digital Media/Storytelling

Marquette University

Bachelor of Arts

Summa Cum Laude

Majors: Digital Media and Writing Intensive English

VOLUNTEER EXPERIENCE

Chicago Scholars (2019-2022)

Mentor

Healing To Action (2019)

Volunteer Videographer/Editor

Gerber Hart Museum and Archives (2019)

Volunteer Event Videographer