

# MICHELE LUKOWSKI

Technically-savvy, talented visual designer and marketing strategist

Creative Marketing Professional

✉ Michele@michelelukowski.com

☎ 541-221-0696

## Professional Experience

### Director of Membership and Communications

Oregon Parks Forever, Portland, OR 🗓 May 2021 – Present

Manage all aspects of marketing and development for statewide non-profit organization.

Email communications (writing, distributing, list management)

- ▶ Increased newsletter engagement with surveys, website links, and cross-promotional activities
- ▶ Created graphics for used in newsletter and website

Website management (Wordpress)

- ▶ Created events calendar, survey forms, and blog posts

Database management and reporting (Blackbaud eTapestry)

- ▶ Improved workflow efficiency and data accuracy with revised processes

Social Media (Facebook, Twitter, YouTube, Instagram)

- ▶ Increased twitter followers 3.7% in 4 months
- ▶ Improved Facebook post reach average by 21.5% between June and November 2021

### Graphic Designer and Web Developer

Cornell Pump Company, Clackamas, OR 🗓 April 2014 – May 2021

Responsible for all aspects of corporate brand messaging, visual communications, website, and social media content.

Print collateral, advertising, and graphics

- ▶ Designed and maintained a library of over 130 data sheets and 40 product brochures.
- ▶ Edited photos for use in other materials, including background removal, color correction and enhancement, and removing blemishes
- ▶ Icon and branding graphics creation (vector-based)
- ▶ Designed print ads, flyers, promotional mailers, internal graphics, presentation templates, and business collateral
- ▶ Designed tradeshow graphics and new fabric 10x20 display

Video, motion graphics, and online events

- ▶ Site branding and graphics for online event platform
- ▶ Video editing for training and for online event videos with Premiere Pro
- ▶ Online event administration for live seminars
- ▶ Created promotional slideshows for event use in After Effects
- ▶ Animated vector graphics for promotional clips

Website and social media management

## Portfolio

[Michelelukowski.com/portfolio/](https://michelelukowski.com/portfolio/)

## Skills

Print Materials Design

Web Design

Email Newsletters

Motion Graphics

Video Editing

Photo Editing

Digital Illustration

Brand Strategy

Creative Development

Project Management

Social Media Management

Writing and Editing

Marketing Analytics & Planning

## Platforms & Languages

### Adobe Suite

Photoshop, InDesign, Illustrator, Premiere Pro, Audition, After Effects

### Microsoft Office

Word, Excel, Outlook, Teams, Azure

### Social Media

Facebook, Twitter, Instagram, YouTube

### HTML

### SASS/CSS

### Javascript

### PHP

## Education

University of Oregon

BFA in Visual Design, 1999

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- ▶ Wordpress site management, including hosting, plugins, and theme
- ▶ HTML, SASS/CSS, Javascript and PHP coding for front-end pages
- ▶ Built product-specific mini-sites with integrated video and forms
- ▶ Created graphics for online advertising and social media
- ▶ Designed HTML emails for promotions and customer updates
- ▶ Managed Facebook and YouTube accounts

## Corporate Marketing Coordinator

**Encore Senior Living, Milwaukie, OR** 📅 January 2013 - February 2014

Oversaw marketing for senior living facilities nationwide. Managed facility websites, social media, and advertising. Fostered collaborative environment with remote teams.

- ▶ Launched online marketing collaboration platform
- ▶ Created web graphics, print advertising materials, and display graphics
- ▶ Designed materials for use by local marketing staff
- ▶ Managed multi-site wordpress installation

## Marketing Specialist and Owner

**Artisan Marketing, Milwaukie, OR** 📅 August 2011 - January 2013

Provided brand development and collateral design for clients.

## Pesto Sales and Marketing (Part Time)

**Winter Green Farm, Noti, OR** 📅 November 2011 - August 2012

Worked to develop new sales channel for retail pesto products.

## Marketing Manager

**GloryBee Foods, Eugene, OR** 📅 February 2009 - August 2011

Managed marketing team of three people. Created annual strategic plan with budget and reported monthly progress. Managed branding, visual communications, and website.

- ▶ Oversaw development of new eCommerce website
- ▶ Directed development of new branding and retail packaging

## Marketing Manager

**Air-Weigh, Eugene, OR** 📅 March 2007 - November 2008

Responsible for corporate branding standards, website, and design of collateral, including advertising, training videos, promotional graphics, and displays.

## Marketing Coordinator / Senior Marketing Specialist

**VersaLogic Corporation, Eugene, OR** 📅 May 2002 - March 2007

Managed static HTML website and responsible for all graphic design and branding, including trade show displays, product literature, and advertising.

## Personal Interests

Metalsmithing

Genealogy

Gardening

Digital Illustration

Travel

Karmann Ghia restoration

Making things

Outdoors/Nature

**Connect via my linkedin profile at**

<http://www.linkedin.com/in/michelelukowski>

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Managed media relations, advertising budget, and email communications.