

Phil Landowski

hire.philiplandowski.com

Qualifications

- Able to work independently or as a team player
- Demonstrated dependability, reliability, and creativity in decision making responsibilities through previously held jobs.

Skills

- Keen sense of effective communications design and aptitude for creating marketing communications that delivers the intended message and sells.
- Strong writing skills in press, industry and promotional applications.
- Masterful, effective communications design through the latest versions of software including: Photoshop, InDesign, PageMaker, Illustrator, Quark and ImageReady.
- Full working knowledge of a wide range of cameras and equipment in various formats with an emphasis on digital photography and digital photo processing.
- Strong negotiating and relationship building skills as evidenced by consistently securing lower than average prices for services from quality print, photography and advertising vendors.

Experience

2004-Present Owner/Operator Milwaukee, WI

Freelance Marketing Communications Consultant

- Offering full range of marketing solutions by developing mutually profitable relationships with other firms within their marketing niches.
- Directed and executed inaugural marketing launch of international vitamin and supplement company LifeStyle Essentials
- Acting Marketing Director consultant for marketing and brand launch of security provider to casino industry.
- Designed and executed copy and creative for complete branding themes, creating a cohesive image across all marketing communications. Materials included corporate brochure and product marking collateral, direct mail, tradeshow posters and banners, and website graphics and trade publication advertising.
- Designed cost-conscious, efficiently executable marketing communications strategy tailored to maximum effectiveness with limited resources.
- Designed and developed web sites fulfilling both informational and promotional role objectives.
- Photographed client marketing photography.
- Secured cost effective pricing and negotiated all contracts with print vendors.

Experience
(cont'd)

2002-2004 Security International/Integral Technologies Franklin, WI

Communications Designer/Advertising Manager

- Developed and executed copy and creative for advertising, direct mail, tradeshow posters and banners, and website graphics.
- Developed, implemented, and managed media plan within budget for Security International and sister company, Integral Technologies.
- Maintained relationships with media and printing representatives and negotiated costs.
- Designed company brochures, promotionals, and product marketing strategies.
- Photographed all company marketing photography including product and advertising photography.

2000-2002 Northern Computers Milwaukee, WI

Advertising Manager/Designer

- Developed copy and creative for ad, direct mail, mass fax, and tradeshow poster and banner pieces.
- Developed and implemented \$500K+ media plan within budget. Maintained relationships with media and printing representatives and negotiated costs.
- Designed company brochures, logos, POP displays, and product marketing strategies.
- Photographed and produced all company product photography. Negotiated pricing and oversaw production of print materials with area printers.

1998-1999 Izumi International Greenville, SC

Marketing Manager/Sales Representative

- Initiated and executed first implementation of marketing strategy from ground level including establishment of press publication relationships, print advertisement design and space procurement, brochure design and production, trade show strategizing and web site layout.
- Rewrote technical manuals from Japanese translations, created textile machine parts and pricing database. Gained extensive experience in inventory, pricing, and shipping procedures.

1991-2000 (seasonal periods) Dowling Studios Milwaukee, WI

Photographer's Assistant

- Responsible for photo-shoot setup and take-down, camera equipment organization, and studio maintenance.

Education

1993-1997 Bob Jones University Greenville, SC

- B.S., Marketing Management.
Minor: Public Relations Journalism.