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PROFESSIONAL SUMMARY

Marketer, self-motivated, detail-oriented, positive attitude, and always up for a challenge. Experience includes creation of marketing plans and branding guidelines, creation and running marketing campaigns, managing budgets, calculating ROI, web and social media analysis, strong background in holistic marketing.

SKILLS

Social media analysis, graphic design, illustration, photography, email marketing, website maintenance, ROI, Event promotion and hosting

COMPUTER SKILLS

Microsoft Word, Excel, Power Point, Outlook, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premier), Benchmark, MailChimp, Google webmaster tools and analytics, Facebook, Twitter, Instagram, Google +, LinkedIn, Wordpress, Mac and PC platforms.

PROFESSIONAL EXPERIENCE:

Rochester City School District, Communications Department, Rochester, NY 11/16 – present

Senior Graphic Artist

● Creation and planning of professional development courses ranging from website training, marketing, creation of marketing plans, and social media

● Creation and implementation of marketing strategies for the RCSD for overarching initiatives

● Creates charts, diagrams, graphs, posters and other graphic illustrations for instructional and/or informational purposes

● Prepares original artwork to fit the topic being presented and the form of visual or print media used;

● Designs pamphlets, brochures, calendars, newsletters, booklets and forms;

● Communicates with printers and other suppliers regarding methods, costs, deadlines and deliveries; • Completes short notice artwork, signs and miscellaneous instructional aides;

● Takes photographs by appointment for events and marketing materials or uses existing photographs on file;

● Assists in developing social media, creating materials for analyzing analytics and on-line posts, and developing strategic plans for social media;

● Assists with website maintenance and graphic content creation and creation and updating of banners and images for website and on-line posting;

● Assists in planning special events, programs, and marketing communications;

● Prepares and conducts programs, demonstrations, and workshops at social media training events

● Management of social media outlets including; Facebook, Google+, Twitter, etc. including posting schedules and content creation.

● Help managing and editing website, updating information and creating new content across all District sites

● Video production from filming, editing, and assisting in running live broadcasts.

● Writing content for RCSD Headlines, media releases, and other needed items.

Rando Machine Corporation, Macedon, NY 04/16 – 11/16

Marketing Coordinator

● Manage and create content for all social media outlets.

● Creating branding guidelines for company, solidify to one look

● Assist in creation of proposals and quotes to clients

● Creation of sell sheets for sales to clients

13thirty Cancer Connect, Rochester, NY 03/16 – 05/17

Digital Marketing- Freelance Contact Position

● Management of social media outlets including; LinkedIn, Facebook, Google+, Instagram, Twitter, etc. including posting schedules and content creation.

● Help managing and editing website, updating information and creating new content for blogging

● Work on expanding the reach of 13Thirty socially to increase awareness

SMP (Systems Management Planning), Rochester, NY 04/14 – 07/15

Designer & Marketing Associate

● Managing all social media outlets including creating and scheduling posts and campaigns, managing paid campaigns, tracking analytic data, preparing and monitoring blog posts, and creating posting schedules

● Tracking and maintenance on the website, including back-end and content edits, tracking analytics and analyzing information

● Management and involvement of events including email blasts, registration, speaking with clients about products, and following up on events

● Email blasts; creation of campaigns, tracking of data, and follow up of information

● Working closely with vendor partners to create quarterly budgets, submit for approval, then follow up and manage accounts and ROI numbers

● Creation of ad pieces for campaigns, sales pieces, and brand promotional material (internal and external)

● Management of interns and other members of the team to accomplish goals

CL!X Portrait Studio Corporate, Rochester, NY 07/12 – 04/14

Art Director

● Maintenance and management of social media outlets for franchisees nation wide, including analyzing data, postings content, and running campaigns

● Management of website including analysis, back end updates, and SEO

● Creation of ads for newspapers, digital banners, social media, and fliers

● Content creation for blog including making crafts, answering replies, and coming up with new content

Barnes & Noble @ RIT , Rochester, NY 08/08 – 07/12

Trade Supervisor

● Management of ordering, stocking, and zoning

● Overseeing other workers on daily activities

● Visual presentations within the store of new products and promotions

● Assisting with events including speaking with customers about events, selling books, and assisting authors with signings

Tammy Swales Photography, Rochester, NY 05/11 – 02/12

Photo Editor

● Editing photos for weddings, engagement sessions, and family portraits

● Creation of wedding albums or other materials needed by studio

● Time management per editing on weddings

George Eastman Museum, Rochester, NY 05/10 – 05/11

Publications Design Intern

● Creation of ads for internal and external use

● Taking on projects as needed, such as the film calendar creation and production, posters for events, and other needed materials

EDUCATION

Roberts Wesleyan College, Rochester, NY

MS Strategic Marketing

Rochester Institute of Technology, Rochester, NY

BFA Visual Media

U.S. Public Policy, HarvardX

Certification