

# Evan Wawrzyniak

CREATIVE DIRECTOR



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## CONTACT

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## SKILLS

**Leadership:** Ability to inspire, motivate, and guide creative teams to achieve their full potential.

**Strategic Thinking:** Aptitude for strategic planning, understanding business objectives, and aligning creative efforts to achieve desired outcomes.

**Branding and Identity:** Strong understanding of branding principles, including brand strategy, positioning, and identity development, to maintain consistent brand standards.

**Art Direction:** Expertise in guiding and directing the visual aesthetics and creative direction of projects, including photography, videography, and overall visual storytelling.

**Marketing Strategy:** Sound knowledge of marketing principles, including market research, target audience analysis, and campaign planning, to align creative efforts with broader marketing strategies.

## PROFILE

Creative Director with over a decade of experience overseeing creative content teams and collaborating closely with business leadership to conceptualize and implement multi-channel campaigns and high-level branding initiatives. Proven track record in both B2B and B2C environments, adept at ensuring compliance with corporate identity guidelines and establishing and maintaining brand standards. Skilled in innovative thinking, harnessing internal resources to execute ongoing campaigns, and leveraging external partners to expand campaign reach. Strong abilities in communicating and visualizing a strategic vision, effectively leading creative and cross-functional teams, and ensuring brand compliance throughout all projects.

## WORK EXPERIENCE

### Manager, Creative Production

Holman Enterprises, 2018 - Present

As the Manager of Creative Production at Holman Enterprises, I had the privilege of spearheading the growth and development of an internal creative department that catered to both our B2B and B2C sectors. Collaborating closely with leadership and cross-functional teams, I played a pivotal role in driving the overarching marketing strategy throughout the organization. Leading a team of talented writers, editors, designers, and content creators, we successfully developed and managed always-on campaigns that consistently surpassed marketing KPIs. Embracing the challenge of cultivating a creative environment in a previously lacking internal marketing expertise landscape was truly fulfilling.

#### Key Highlights:

- Collaborated closely with Marketing and Senior Leadership to identify and engage an external agency for a comprehensive rebranding project, marking the first major rebrand in nearly a century.
- Worked closely with leadership from the Demand Generation and Analytics teams to align strategic campaigns and implement data-backed insights, driving performance towards marketing KPIs.
- Simplified the content strategy by designing, developing, and executing a core set of assets tailored to the personas and products of various business units, both in B2B and B2C contexts.

## SKILLS

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**Creativity:** A natural flair for creative thinking, innovation, and generating fresh ideas to solve problems and drive creative excellence.

**Collaboration:** Capacity to collaborate and work seamlessly with cross-functional teams, stakeholders, and clients to achieve shared goals.

**Communication:** Strong verbal and written communication skills to effectively convey ideas and provide feedback to team members and stakeholders.

**User Experience (UX) Design:** Knowledge of UX design principles and methodologies to ensure intuitive and engaging user experiences across digital platforms.

**Project Management:** Proficient in project management tools and methodologies to effectively plan, organize, and execute creative projects within budget and deadlines

## VOLUNTEERING

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**Creative Writing Advisor**  
Twin Valley Middle School  
Jan 2009 - Jan 2014 · 5 yrs  
Assisting 8th Grade Students in developing and growing creative writing skills.

**Photography Teacher**  
Chester County Art Association  
Jan 2011 - Jan 2013 · 2 yrs  
Taught entry-level photography foundations and skills to young adults.

## WORK EXPERIENCE

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### Manager, Creative Production - Cont'd

Holman Enterprises, 2018 - Present

#### Key Highlights:

- Built a strong pipeline between marketing and Subject Matter Experts (SMEs) across the business, fostering a multi-channel thought leadership creative strategy that emphasized asset distribution and amplification for our B2B side.
- Simplified the content strategy by designing, developing, and executing a core set of assets tailored to the personas and products of various business units, both in B2B and B2C contexts.
- Successfully scaled content production nationwide, meeting business demands while ensuring industry compliance and brand identity standards.
- Led cross-functional team projects that optimized the customer journey for retail stores and played a pivotal role in the development of an RFP securing Holman an open Porsche point in the Miami market, the company's largest retail acquisition to date.
- Possessed a passion for effectively communicating ideas, leading a creative team, and collaborating closely with marketing and business leaders to achieve common goals.
- Managed a yearly content budget of 1+ million that was allocated towards various vendors for campaign ideation and execution

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### Creative Director

RDS Auto Group, 2012 - 2018

#### Key Highlights:

- Orchestrated targeted multi-channel marketing campaigns that effectively increased net profit.
- Strengthened overall brand awareness for the auto group while maintaining distinct identities for each dealership.
- Developed and implemented a strategic social media marketing plan, utilizing real-time analytics to refine and adapt outreach campaigns.
- Streamlined inventory workflow, reducing turnaround time and driving increased sales.
- Successfully coordinated vibrant events to celebrate new product launches, while adhering to budgetary constraints.
- Empowered critical team players by effectively managing budgets for event coordination.
- Utilized customer behavior analysis, such as frequency of oil changes, to drive targeted marketing communications.
- Played a key role in achieving the prestigious "Porsche Premier Dealer" designation for five consecutive years and being recognized as the McLaren Retailer of The Americas for two years. These accomplishments were attained by ensuring compliance with corporate identity guidelines and surpassing targeted goals for marketing and social campaigns.