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An Innovative Brand Leader with successes from both the agency and corporate perspectives. Grew up on the Agency side as a “creative” that evolved into leadership roles focused on Consumer Engagement and Brand Strategy. Most recently, my passion has been working direct with companies, in either a consulting or on-staff role, focused on “Brand Re-Energization” including Marketing Strategies, Business Building, Creative Services, and Consumer Engagement.

With Ideation at my core, I’m a “right-left brain” brand builder who connects the dots that others may not see. My unique background allows me to tackle challenges and opportunities with a mix of business goals, marketing strategy, consumer insights, forward thinking creative solutions and flawless execution.

Zanik Design, Inc.

Strategic Marketing & Design Consultancy • Park Ridge

2006 - Present

President : Founder

Zanik Design is my marketing, branding and creative consultancy firm. Assignments include programs for both agency and corporate clients.

1800Flowers.com

- Branding and launch of 1800Baskets.com including identity, website architecture and user experience, advertising, direct marketing, email, online and affiliate programs.
- Directed retailer programs and the development of over 1000 food and gifting products.

Windy City Motorcycle Co.

- Defined strategies for structure, marketing, and processes for the newly created world’s largest Harley-Davidson Dealer Group.
- Branding and positioning for the holding company (WCMC) and each dealership competing in the same market.
- Launched the Marketing and Events Team to support the entire network.

Learning Resources

- Successful US and International new product launch in the B2B Educational channel and to the B2C Business and Home markets.
- Program included product design and naming, branding and positioning, packaging, user experience and B2B/B2C launch strategies.

Macy’s : One Eleven Events

- Integrated branding and positioning, launch and acquisition strategies for Macy’s catering and events brand.

Big City Restaurants : Lush Wine & Spirits : Wine-O-Rama

- Developed and launched numerous wine, spirits and beer products and brands.
- Conceived, tested, launched and promoted various restaurant concepts and locations.

Bosch : Dremel

Consumer Products • Mount Prospect

2014 - 2016

Director of Brand Marketing

- Lead initiative to double business in 5 years - achieved 2 years of double-digit growth in a historically +2% business.
- Defined the “Dremel User Journey” and expanded all supporting ecosystems, tactics and touch points.
- Developed mission statement “When We All Create, Make and Build, Our World is a Richer, More Personal Place to Live” executed in consumer facing efforts with the rallying cry of “Make More!”.
- Created the “Touched by Hand” brand look, tone and manner for Global rollout.
- Increased consumer acquisition and engagement with creation of the Experiential and Digital Engagement Group.
- Engagement Successes • +30 million Social impressions • +90 million Digital impressions • +500 thousand direct consumer engagements
- Defined new consumer acquisition segments including “Maker Movement”, “Techies”, Millennials and Females, Education, Custom Car and Motorcycle Builders, Digital Manufacturing and In-Home Businesses.
- Established new businesses and channels including Ecom/Consumer Direct, Consumer Retail, and B2B focus with Education and Business.
- Launched a new “Digital Platform” including the branded website, user community, and tested new revenue streams including subscription, education and training and a “Maker Marketplace”.



Redbox Entertainment

Entertainment Company • Oakbrook Terrace

2012 - 2014

Director of Brand & Creative Services

- Established an "internal agency" to develop all marketing programs and consumer engagement.
- Developed and executed the evolution of the look, tone and manner for the Redbox brand.
- Produced and managed execution of all marketing, content and promotional materials for over 40K retail locations.
- Tested and launched new lines of business including Redbox Games, Redbox Instant by Verizon, Redbox Canada and Redbox Tickets.
- Responsible for brand consistency in all consumer touch points including retail locations, affiliates, social media, and customer service.

Valspar Corporation

Coatings Manufacturer - Consumer Division • Wheeling

2004 - 2006

Creative Director

- Established the Brand and Creative Services Department for a \$3 billion international company.
- Produced numerous programs for retailers including Lowe's, Home Depot, Walmart, Ace, and B&Q.
- Launched various international products and brands including consumer research, product development, packaging, merchandising, traditional and digital advertising.
- Managed all outside design, advertising, digital/online and research vendor partners.

Brands: Cabot Stains • Eddie Bauer • Quikrete • House of Kolor • Laura Ashley • Martha Stewart • Nickelodeon • Valspar

Marketing Support, Inc.

Integrated Brand Marketing Agency • Chicago

1999 - 2004

Vice President / Group Creative Director

- Team lead for research and analytics, retail category management and shopper marketing, ideation, product and merchandising design, creative development, production and execution for numerous clients.
- Executed strategic in-store marketing programs, promotions and co-branding opportunities.
- Developed Private Branded lines for retailers including Home Depot, KB Toys, and Linens 'n Things.
- Created category-management systems for numerous retailers.
- Team lead for the New Business Development Team.

Clients: Big Bowl Restaurants • Briggs & Stratton • Bosch Power Tools • Brunswick • Chamberlain • Delta • E&J Gallo
 Home Depot • KB Toys • Master Brands • Milliken • Rust-Oleum Brands • Skil

Additional Experience

The Grand Group

Client Director / Creative

Clients: Bank One • Guinness • Kraft • Old Navy • Manhattan Bagel • Manhattan Bagel • Marriott Hotels • United Airlines • Worlds Finest Chocolate

The Food Group

Vice President / Creative Services

Clients: Betty Crocker • Chex Mix • Colombo Frozen Yogurt • The Egg Board • General Mills • Land O'Lakes • Sara Lee • Schwan's Foods • Yoplait

Lee Hill

Creative Supervisor

Clients: Bud Light • Budweiser • Combos • Dove Bar • Kudos • M&M's • Milky Way • Michelob • Pedigree • Skittles • Snickers • Sharps • 3 Musketeers • Twix

Blau Direct Edge

Senior Art Director

Clients: American Express • Bank One • First USA • Sears • Sprint

Terlato Wine Group

Creative Director

International Wine & Spirits Company

Brands: Allegrini • Boutari • Champagne Ruinart • Chapatier • Corvo • Freemark Abbey • Frescobaldi • Gancia • Glengoyne
 Hardy Cognac • Masi • Markham • Robert Mondavi • Rutherford Hill • Samuel Adams • Santa Margherita • Skyy Vodka

Davidson Marketing

Art Director

Clients: Jim Beam • Kraft Foods • Lienenkugel's • Miller Beer • Miller Lite • Miller Genuine Draft • Nine Lives • Pizza Hut • Quaker Oats

EDUCATION

Columbia College Chicago

Bachelor of Arts Degree : **Double Major** - Advertising Design and Marketing Strategies