



TOM ROBACZEWSKI

CONTACT ME

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PRO SKILLS



A multidisciplinary creative. I welcome challenges with open arms. If I don't know it, I'll learn it. Plenty of experience with rollin' up the sleeves on projects and get scrappy with resources and budgets. With a background in both design and business, I have a great balance of left/right brain thinking. I apply an enthusiastic personality of life - personally and professionally.

Postive vibes are a real thing... they're contagious... and I like to spread 'em.

While keeping a "team first" mentality, my leadership skills are structured to lead, mentor and encourage creative professionals to exceed their own expectations.



EXPERIENCE

Creative Services Manager, Athletico Physical Therapy

October 2018-Present

Leads the creative team in graphic design and video production of media used for advertising, broadcast and web communications. Provides creative direction for art, video, photo, audio and layout design for the entire Athletico brand. Upholds Athletico brand standards and quality of all final creative work.

Senior Graphic Designer, Athletico Physical Therapy

November 2016-October 2018

Working under the Brand and Commuicaions Director, I led and oversaw the graphic design team from concept to completion for digital and traditional media. Along side all responsibilites had as a Graphic Designer, I provided creative vision, direction and execution of marketing materials across multiple mediums to support business growth, improve patient volume and increase brand awareness.

Graphic Designer, Athletico Physical Therapy

April 2015-November 2016

Assisting the Brand and Communications Director, I collaborated with the marketing team to build Athletico's brand to support growth including advertising, sponsorship, business to business and digital creative work - web banners, print ads, e-blasts, marketing collateral materials and affiliate in-stadium LED ribbon boards to name a few. I created new design concepts and expand the quality of brand exposure and equity within all marketing executions.

Graphic Designer, Rocklin Irving Marketing Solutions

May 2014-April 2015

As the Graphic Designer, I created, designed, and updated print and web advertisements for over 10 auto dealerships in the Chicagoland area. Working under the Creative Director and Marketing Coordinator, the material that I create consisted of print advertisments, surveys, outdoor billboards, postcards, banners, web splash pages, Flash advertisements and PowerPoint Presentations.



EDUCATION

Saint Mary's University of Minnesota Class of 2014

Bachelor's Degree

Major in Graphic Design

Minor in Business



EXTRA STUFF

Chicago Jets Travel Hockey Coach - U16 & U18

Saint Mary's University of MN: NCAA, Division 3, Varsity hockey player

North American Hockey League: 2 year player, Junior A