



RICK W SZYMANSKI

MARKETING EXECUTIVE & CREATIVE | DESIGN, CONTENT AND BRAND DEVELOPMENT

PROFESSIONAL SUMMARY

Strategic marketing leader and creative director with 20+ years of experience driving brand growth, digital engagement and lead generation for corporate, education and agency clients. Expert in developing integrated marketing campaigns that combine analytics, storytelling and visuals to deliver measurable business results. Skilled in brand strategy, creative direction, SEO/SEM, social media marketing and content development that strengthen visibility and ROI across digital and traditional platforms.

EXPERIENCE

2025- BRAND MOTIVES

Washington, Pennsylvania / brandmotives.com
Consultant / Art Director

- Developing social media content, digital graphics and print materials to boost client engagement
- Designing websites, landing pages, advertisements, brochures and visual identities
- Creating photography and video content for online ads, social media and promotional campaigns
- Writing compelling marketing copy for ads, social media, websites and sales materials
- Constructing and refining brand identities, logos and slogans to strengthen market presence

2019-25 PENN COMMERCIAL BUSINESS/TECHNICAL SCHOOL

Washington, Pennsylvania / penncommercial.edu
Director of Marketing

- Increased qualified leads by 40% through data-driven campaigns, targeted media and CRM analytics
- Directed digital, social and traditional campaigns while overseeing creative for marketing assets
- Produced video content highlighting staff, graduate successes and promotional messaging
- Improved SEO and brand awareness through strategic content creation and keyword optimization
- Collaborated with agencies and cross-functional teams to optimize lead generation and ROI

2013-19 DOUGLAS EDUCATION CENTER

Monessen, Pennsylvania / dec.edu
Marketing & Portfolio Coordinator

- Assisted CMO with digital campaigns, social content and program-specific marketing initiatives
- Directed and produced student short films as promotional tools for school programs
- Redesigned website to improve UX, visual impact, session duration and lead form fills
- Developed marketing collateral and internal communications to support programs and recruitment
- Used analytics to track campaign performance, optimize SEO and enhance engagement

2011-13 IMAGE TIME, INC

Perryopolis, Pennsylvania / neonclock.com
Marketing Manager

- Developed and executed integrated B2B/B2C marketing strategies to increase awareness and sales
- Created and distributed press releases, brochures, catalogs and digital content
- Modernized brand presence through website redesign, social media and email campaigns
- Collaborated with clients on visual marketing concepts from design through implementation

2004- RICK SZYMANSKI PHOTOGRAPHY

Pittsburgh, Pennsylvania / picture.net
Owner / Photographer

- Operate a creative studio offering photography for weddings, family portraits and business head shots
- Partner with local artists, musicians and small businesses to develop brand imagery

2003-06 MUSIC:UNDERGROUND MAGAZINE

Pittsburgh, Pennsylvania
Owner / Editor-in-Chief

- Founded and published Pittsburgh's only monthly magazine promoting the regional music scene
- Created marketing campaigns and designed advertisements for local businesses and sponsors
- Managed budgeting, ad sales, vendor relations and all aspects of publication production
- Wrote and edited news articles, reviews and features highlighting local and national talent

EDUCATION

2010 POINT PARK UNIVERSITY

Pittsburgh, Pennsylvania
Bachelor of Arts in Advertising and Public Relations / Cum Laude

1997 COMMUNITY COLLEGE OF ALLEGHENY COUNTY

West Mifflin, Pennsylvania
Associate's in Business Marketing

CONTACT INFO

LOCATION

Washington, Pennsylvania

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WEBSITE

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LINKEDIN

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HARD SKILLS

DIGITAL MARKETING

Campaigns, SEM, Analytics

PUBLIC RELATIONS

Press Releases, Social Media

PRINT AD DEVELOPMENT

Concept, Design, Copywriting

FILM PRODUCTION

Directing, Filming, Editing

GRAPHIC DESIGN

Web, Print, Publications

WORDPRESS

Web Design, Blog, Content

ADOBE CC

Photoshop, Premiere Pro, InDesign, Lightroom

PHOTOGRAPHY

Product, Portrait, Fashion, Photojournalism, Architecture

ONLINE TOOLS

Canva, Monday, ChatGPT

MS OFFICE

Word, Excel, Powerpoint

SOFT SKILLS

CLIENT RELATIONS

EMPLOYEE MANAGEMENT

TIME MANAGEMENT

PUBLIC SPEAKING

PRODUCT SALES

PROBLEM SOLVING