ARTHUR WALIGORA PETALUMA, CA 94954

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ABOUT ME

Interdisciplinary marketing professional with a vast history of conceptualizing, managing and completing successful communication. Adept in identifying problems for organizations with unique solutions to convey information for best results. Comprehensive design experience providing visual aids, publications, branding, packaging, print, digital and video working within agency, in-house and private positions.
Competent leader with strong interpersonal skills able to collaborate with all stakeholders to attain a common goal. Providing award winning creative proposals for marketing opportunities.

EMPLOYMENT EXPERIENCE

01/2020 – Present **Creative Director Freelance** • Diocese of Santa Rosa, CA
- Responsible for layout, illustration, writing contribution, consult to Communication Director,
- Redesigned format of 24 page Diocese magazine providing monthly print ready issues to an audience of 40,000 with 96% readership.

03/2021 – Present **Marketing/Sales Director/Estimator** • Geary Construction Petaluma, CA
- Design of company brand, website, writing, social media, videos for online promotion resulting in $1.8M in new business.

10/2019 – 03/2021 **Marketing/Sales Director/Project/Operations Manager** • Dibble Landscaping Petaluma, CA
- Writing, design, website, social media, print collateral Resulted in establishing the company as a premier service provider for the wine industry with notable wineries Lambert Bridge and Comstock.

08/2018 – 10/2019 **Freelance Graphic/Web Design** • Arthur Waligora/Freelance Design
- Branding, website design, social media, print, merchandise for notable clients Jet Aviation, Greenshoots Consulting

06/2015 – 01/2018 **Digital Art Director for Creative Services** • The Enthusiast Network (TEN)
- Branding, website design, social media, print, merchandise, packaging for largest enthusiast publishing company and their clients. Resulting in launch of Motor Trend packaging, Roadkill character development and merchandising.
- New redesign of Super EnduroCross brand resulting in acquisition of the brand.

07/2007 – 06/2015 **Creative Director/Owner** • AW Design Studio
- Branding, package design, website design, social media, print, merchandise for clients. Notable work with Shotgun Shock 1400% in sales increase since 2011 to present. Notable brands: El Monterey, McDonald's, Playtex, EA Sports.

06/2002 – 07/2007 **Senior Marketing Designer** • Cox: The Palm Beach Post
- Branding, experiential design, website design, social media, print, merchandise for clients.
- Notable work doubled the Classified section of the newspaper.

06/2000 – 07/2002 **Senior Marketing Designer** • General Electric Interlogix CASI
- Responsible for company look and feel to include packaging, print collateral, video. Work included annual security conference branding, experiential power-point design and all promotional material.

SKILLS

Adobe Creative Design Suite software (i.e. Photoshop, InDesign, Illustrator, Animate, After Effects, Bridge), Microsoft Suite (i.e. Word, Power-point), Word Press. Working on Apple and PC computer systems.

EDUCATION

Art Institute of Fort Lauderdale Associates Degree 12/1993

ACHIEVEMENT HIGHLIGHTS

- Recipient of 17 ADDY Awards including 11 in 2015
- Recipient of 2006 ACME Award National Best of Show for "MegaMan series" - Awarded by Newspaper Association of America
- 2006 United Way Campaign Co-Chair - First to raise $200,000 through company participation
- Recipient of Ad-Q Award for Outstanding Advertising by Harvey Research Inc. - In recognition of trade advertising that achieved an outstanding readership response

- Recipient of First Place Award from the National Association of Recording Merchandisers (NARM) for their "Music Around the World" campaign illustration
- Recipient of the IndyRECON Award for Best Concept Design/ Layout Book Cover Design for "Sober and Miserable" by Dale Simpson
- Produced credited photography that was featured on the Smithsonian Magazine website

References available on request.