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SUMMARY OF QUALIFICATIONS

- Ability to inject adventure, creativity & fervent loyalty into a company's products, services and brand with unique, innovative and time tested marketing
- Exceptional leadership and mentoring skills with significant experience helping creative and marketing teams attain growth, success & happiness while exceeding revenue goals
- Well-balanced and effective communication style that fosters strong interactions paired with the ability to convey a concept or message and gauge people and situations
- Insightful and well-crafted sense of design and how it relates to effective marketing
- Trailblazer in storytelling and visual content creation with 18 years of experience in writing, photography, directing, filming and editing
- Passionate at working with sales teams crafting award-winning marketing campaigns which drive leads, electrify clients and surpass sales numbers
- Gifted and consistently high-ranked presenter with 10 years of experience creating insightful and thought-provoking client pitches and educational presentations

WORK EXPERIENCE

2011 - Present

Executive Creative Director , Marketing Department, ASI Trevoze, PA

- Inspired, nurtured and headed a team of nine fulltime designers and one photographer with strategy, marketing, branding, concepting and advertising.
- Honed the design team's career development ensuring each member is a high performing cross-discipline designer, eliminating the need to hire outside freelance talent and reducing yearly marketing design costs by 15%.
- Directed the thought process, design and production of over 2,500 marketing projects, seven catalogs and hundreds of client projects each year leading ASI to year over year increased sales revenue.
- Created much-needed motivation and inspiration while setting clear standards for mentoring and leadership focusing the design team to sustain fastest creative turnaround.
- Directed the design, creation, SEO and management of the ASI website rebuilding it to be a stronger content and advertising platform, doubling viewers and ad revenue while drastically increasing user satisfaction.
- Built ASI's film & video program with direction, filming, editing and motion graphics used over the past 10 years to add an additional revenue stream to successfully tell the story of the company brand, products and services, as well as our clients'.
- Consulted companies on advertising, content creation and print/web-based marketing with several of the highest-rated, most attended presentations and education sessions at our industry events. These help gain revenue, build clients' confidence and make our sales cycle shorter.

Advertising Specialty Institute® (ASI) provides the \$22.2 billion dollar promotional product industry media, technology, marketing and education to help cultivate success and community. Clients include BIC, Hanes, American Apparel, TaylorMade, Nike, M&M's, Gildan, AlphaBroder and thousands more.

2007 - 2011

Online Marketing Manager, ASI , Trevose, PA

- Produced over 600 online, print, social, video, event and content marketing campaigns whose hard leads can be directly attributed to helping the sales team to exceed year over year revenue goals by 15-20% for the ASI digital products.
- In 2008, a single online marketing campaign helped beat its product revenue numbers by 150% and could be attributed to one quarter of all yearly online ad sales.
- Produced 26 highly successful marketing and launch events that each resulted in new and repeat business. At the ESP 2008 launch event, one-fifth of all new business was closed. At the 2008/2009 Virtual Tradeshow, we surpassed expected attendees by 20% and our clients exceeded sales goals by 35-40%.
- Developed a new way of working with the sales team by identifying and providing the needed training, coaching and mentoring through the marketing and sales cycles and staying closely connected to keep the marketing and sales 100% in sync.

2002- Present

Freelance Music Journalist, Marketing & Content

- Crafted over 400 articles, reviews and interviews for Jambase.com, Glide Magazine, Relix, Jambands, Live Music Blog and BOMS.
- Worked with The Blockley, The Ardmore Music Hall and Live Nations Philadelphia music venues helping lead to the growth of the Philadelphia music scene with marketing that has sold-out events and created larger attendee numbers.
- Re-invented bands and music companies' content and marketing, resulting in packed venues and sell-out product releases.
- Using photography, photo editing, filming and video editing, created new online forms of content including rock comix, musician sequence shots, and artist & show recap videos. This helped lead a significant change to multimedia within online music journalism over the past decade.

2001- 2007

Marketing Specialist, Unique Industries - Philadelphia, PA

- Delivered marketing for Unique Industries and a national sales force of 15 including print, digital and event marketing. Our product licenses and brands included Universal, Sony Pictures, Warner Brothers, Nickelodeon, American Idol, Marvel and Disney.
 - Designed and maintained the content on the www.favors.com website.
- Introduced and created a new way of selling including visual sales sheets, content and monthly promotional campaigns to support the sales team who won contracts with clients including Walmart, Party City, Target and Kmart during my tenure.

AWARDS | PRO-BONO

- 5 ASI Awards including Rising Star employee of the year 2009, Rising Star Manager of the year 2012, and three presidents awards 2008, 2012, 2015 for product successes
- 3 Communicator Marketing awards - 2008, 2009, 2011
- 2 Marketing Age awards - 2010, 2011
- 2012 – 2013 Volunteered with Paine's Skate Park Fund during the creation of Paine's Skate Park in Philadelphia.
- Created a video series highlighting the build of the new skate park with four videos that generated additional financial donors and thousands of views.
- 2013-2016 Volunteered with Moore College of Art speaking to their students yearly about working in the marketing design field.

EDUCATION

As a creative and marketing professional, education is a lifelong journey. I will never stop studying photography, writing, editing, web design, marketing, art and trends, while on a continuous path of learning to stay current. I am up-to-date and skilled in the latest version of the full Adobe Creative Suite as well as a slew of other computer based programs

(available upon request).

Temple University | Bachelor of the Arts | Communications Major | Fine Arts Minor