

DAVID A SOKOLIK

Email

mail@davidsokolik.com

Website

www.davidsokolik.com

LinkedIn

http://www.linkedin.com/
pub/david-sokolik/11/994/831

Professional Profile

- Senior status in Viterbo University's Marketing degree program, graduation in May 2012
- Experience in research-based marketing and branding for companies, colleges, and not-for-profit organizations
- Familiarity with management practices, marketing research, social media campaigns, networking and sales
- Experience in developing and maintaining XHTML/CSS websites, overseeing quality control and designing creative award-winning projects
- Ethical behavior when dealing with co-workers and clients, handling difficult situations by absorbing tension rather than reflecting tension

Professional Experience

Viterbo University, La Crosse, Wisconsin – May 2011 to Nov. 2011

Researcher

- Conducted research entitled, "Managing Positive Output in Relation to Work-life Balance in the Business Environment"
- Gathered primary research through interviews and surveys, studied secondary research to gain information, drew conclusions from data and inquired about future research on subject

African American Cultural Alliance (AACAA), La Crosse, Wisconsin – 2008 to 2011

Freelance Webmaster/Marketing - www.aacaoflacrosse.org

- Created AACAA branding, including website, marketing communications, and strategies for public perceptions
- Photographed organizational events for future promotional purposes

Interact Communications, Onalaska, Wisconsin – Sept. 2006 to Sept. 2008

Media Designer - www.interactcom.com

- Developed an internal rebranding campaign for print and web
- Created research-based concepts to capture the generational marketing needs of clients
- Demonstrated the ability to develop client relationships and resolve client conflicts
- Collaborated in team meetings providing input and critiquing design
- Observed website quality control and website build-ability
- Developed ideas from inception to implementation
- Managed tasks as lead-designer on multiple occasions

Ovation Marketing, La Crosse, Wisconsin – 2006

Freelance Pre-press Technician

- Displayed the ability to meet tight deadlines while working with multiple projects
- Utilized creativity by digitally editing and manipulating photography to match and exceed customer expectations
- Created web design concepts to fulfill client needs

Internships

La Crosse Area Building Association, Onalaska, Wisconsin – Jan. 2012 to Current

Public Relations Intern

- Identified and proposed needed marketing directions and created promotions necessary to achieve these goals
- Rebranded internal marketing communications to reflect a cohesive message

OC Insiders, Orange County, California – Oct. 2011 to Current

Graphic Designer

- Worked with the OC Insiders marketing team to create promotions designed to gain clients through the usage of media kits, powerpoint presentations, and advertisements

DAVID A SOKOLIK

Email

mail@davidsokolik.com

Website

www.davidsokolik.com

LinkedIn

[http://www.linkedin.com/
pub/david-sokolik/11/994/831](http://www.linkedin.com/pub/david-sokolik/11/994/831)

Software and Technical Knowledge

- Microsoft Office Suite
- Adobe Creative Suite
- Adobe Flash knowledge
- W3C Strict XHTML & CSS web programming knowledge
- Mac and PC systems computer knowledge

Education

Viterbo University, La Crosse Wisconsin

Bachelor of Business Administration – Marketing, expected Graduation 2012

- Expected graduation with honors
- Achieved placement on the Dean's List, fall semester of 2011

Students in Free Enterprise (SIFE) Project Leader, 2010 – 2012

- Served in a leadership role as a project manager for club projects
- Created marketing communications used in campus-wide activities
- Interacted with club members, club advisors, college faculty and community clients to successfully complete projects

Service Learning

- Served the La Crosse community by spending quality time with the La Crosse Area Boy's & Girls Club fostering positive values and encouraging interpersonal skills
- Created promotions with the Myrick Hixon Ecopark for use in events intended to help the La Crosse community

Western Technical College, La Crosse Wisconsin

Associate of Applied Science – Marketing, Graduate of 2010

- Graduated with high honors

Writing for the Workplace One, Certificate, 2010

- Edited for style and mechanics
- Skilled in technical reporting

Web Design Certificate, 2009

Associate of Applied Science – Graphic Design, Graduate of 2006

- Graduated with high honors

Graphic Design Club, 2003 – 2005

- Served as President of the Graphic Design Club, 2004 – 2005
- Served as Vice-president of the Graphic Design Club, 2003 – 2004

Professional Skills

- Demonstrates excellent interpersonal skills in dealing with clients and assisting them in making informed decisions
- Tutored individuals in Adobe Photoshop, Illustrator and Flash during enrollment with Western Technical College
- Skilled in digital photography with a good eye for composition
- Gifted in varied artistic skills, including digital graphics and hand illustration using pencil and ink as a medium

Professional and Community Achievements

- Myrick Hixon Ecopark's "River to Ridge 5K Run/Walk" Design Competition - Created the winning design and subsequent branding, 2010
- The National Council for Marketing and Public Relations (NCMPR) - Gold Medallion for Web Design for the Southeastern Iowa Community College website, 2008
- Gutenberg Competition, Best-of-Show, Electronic Publishing & Design for the "Blackrose Coffee House" Branding concept, 2006
- Boys & Girls Club of Sparta, Community Volunteer Certificate, 2006
- The Wisconsin Concepts Juried Art Show, Best-of-Show for brochure design, for the "Thinking with Lines" brochure, 2005
- Design chosen as the Oktoberfest button, La Crosse, Wisconsin, 2004
- International Graphic Arts Education Association (IGAEA) cover design, 2nd Place, 2004