

## Professional Experience

**Creative direction and branding expertise for higher education;** University logo design, including rebranding and implementation management, audit and replacement of outdated materials; Invented graphic standards and branding guidelines for academic and athletics areas of two public universities; Strong mediation and negotiation skills to enforce branding standards and guidelines while integrating new media and developing production requests.

**Art direction for all major university publications;** Creative comps for www.oit.edu and www.morrisville.edu website designs, including template designs for 4,000+ pages, style sheets and typography, homepage design and other artwork; Digital advertisements on Instagram, Twitter, Facebook, Snapchat, I Heart Radio, Pandora, etc.; Print advertising as seen in Alaska Airlines, Portland Business Journal, Winds of Change, Pamplin Media, Herald and News, etc.; Photographer for special events, producing annual Facebook album of Commencement photos that generates more than 28,000 social media engagements; Environmental/Space design with wall graphics, paint choices, and furniture selection.

**Project management for print, digital, and video production;** All recruitment publications, Print Ad Design, Display Advertising, Catalog Layout, Single-page Flyers, etc. for various university departments; \$30,000 video project management included scheduling and coordination with faculty and staff with more than 24 shoots, 8 locations across 2 campuses (Klamath Falls campus, Portland-Metro campus); 400+ print and digital production requests from brochures, invitations, newsletters, etc; Proficiency with Sitefinity CMS for publishing, content management, navigation, etc; Digital production for e-newsletters and invitations through MyEmma CRM.

**Integrated marketing;** Developed creative marketing campaigns and persuasive messaging for admissions recruitment; contributing to increase in university enrollment by 3.3% annually (excluding high school programs); Designed and produced direct mail campaigns for Online Education office, leading to an increase of 43% in entrance results across 6 tracked links; decreased bounced rates from 41% to 17%; Initiated Pandora advertising for university, producing largest documented increase in traffic by 700+ visitors to university website by a single campaign.

**Leaderships and team management for Marketing and Communication office;** Creative brainstorming and marketing messages, asset leverage of unique team member skills, talent development; \$140,000 budget authority and management; Supervisor for onsite FTE; Vendor management for offset printing, digital printing, signage, apparel, swag and other branded items.

**Mastery of Adobe Creative Cloud and lower versions;** Adjunct instructor for Business Communications course for three terms introducing business majors to elements and principles of design through CS6.

## Work History

CREATIVE DESIGN MANAGER  
**Oregon Tech**  
Wilsonville, OR: June 2015 – Present  
Klamath Falls, OR: March 2011 – June 2015

ASSISTANT DIRECTOR OF CAMPUS DESIGN  
**Morrisville State College**  
Morrisville, NY  
June 2005 – February 2011

## Education & Certifications

BACHELOR OF FINE ARTS: VISUAL COMMUNICATIONS  
**Cazenovia College, NY**  
Visual Communications Award  
Summa Cum Laude, May 2004

MAJOR: ILLUSTRATION  
**University at Buffalo, NY**  
2000-2002

INBOUND MARKETING CERTIFICATION  
Hubspot

## Institutional Service

- Board of Trustees: Oregon Tech  
Appointed by Governor Kate Brown
- Administrative Council: Chair & Spirit Week Coordinator - Oregon Tech: 2013-2016
- Marketing Committee - Oregon Tech: 2011-Current
- Bookstore Advisory Committee Oregon Tech: Current
- General Education Review: Broadcasting and Marketing Task Force Subcommittee  
Oregon Tech: Current
- 2015 Governor's Food Drive: Chair 2014

## Honors and Achievements

*MVP - Most Valuable Partner*  
*Oregon Tech Development Office, 2015*

*Higher Education Marketing 26th Annual Educational Advertising Awards 2010: Bronze, Direct Mail Advertising Campaign; Merit, Total Advertising Campaign*

*2007 SUNY CUAD Award: Best of Category - Fundraising for Excellence Publications*

*2007 SUNY CUAD Award: Judges Citation - Websites for Excellence*

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## Teaching Experience

ADJUNCT INSTRUCTOR

### **Oregon Tech**

Business Communications 256

Klamath Falls, OR: Winter Terms, 2013- 2015

Emphasis on effective content, structure, tone, and visual format for both internal and external communication. Students compose various commonly occurring business documents achieving effectiveness in design, organization, content, and style, applying current graphic design and visual-design principles. Non-tenured, Adjunct instruction.

**Areas of Expertise: 12+ years professional experience**

*Principles of Design.* Alignment (Balance, Symmetrical, Asymmetrical, Radial, Pattern); Emphasis/ Focal Point (Contrast,

Isolation, Placement); Rhythm (Color, Shape, Texture, Fonts); Composition (Hierarchy, Proximity, Grid, White Space).

*Discussion.* Marketing and Graphic Design. Branding, campaigns, visual and graphic identity.

*Prepress Production.* Printing Process, Color Mode, Resolution,

Image Format, Vector Format, Paper Choice.

*Resources.* (Fonts, images, color scheme generators)

## Adobe Creative Suite

*InDesign.* Document setup, placing images, text, graphics, logos, etc. File preparation, File management, File distribution, Literacy with software interface

*Photoshop.* Pixel-based image formatting; Transforming images; image adjustments, color; Document setup, resolution, color mode; File formats

*Illustrator.* Vector-based images, graphics; Pen-tool; Document setup; File formats

### *Other Software Experience*

Quark Xpress, Adobe PageMaker, Adobe After

Effects, Macromedia Flash, Macromedia Dreamweaver, Microsoft Office (Outlook, Publisher, Word, Excel, Powerpoint)

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