

# Joe G. Czabajszki (sa-bī'-skē)

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<http://www.czcreative.com>

## MARKETING / COMMUNICATIONS, CREATIVE SERVICES MANAGER

Adaptable marketing and graphics professional with proven ability to manage projects from concept to completion. Successfully led two companies through rebranding which included new logos, websites, social media as well as print and broadcast materials. Adept in project management, agency supervision, graphic design, art direction, as well as supporting and developing business relationships. Fluent in Hungarian.

### SOFTWARE

#### **Adobe Creative Suite:**

- Photoshop
- InDesign
- Illustrator
- Dreamweaver

#### **Microsoft Office:**

- Outlook
- Word
- PowerPoint
- Excel

#### **Other:**

- WordPress
- HTML
- Content Mgmt. Systems
- Constant Contact

### EXPERIENCE

FORT WORTH HOUSING SOLUTIONS Fort Worth, Texas Oct 2015 – Jan 2018

*Public Housing Authority for the City of Fort Worth*

#### **Marketing and Communications Manager**

- Increased housing landlord applications by 30% through extensive media campaign.
- Developed and implemented internal and external communications strategies.
- Rebranded agency and established brand standards to create a consistent experience through all delivery channels including advertising (print, broadcast and digital), internal communications, email newsletters and web sites (WordPress).
- Created agency graphics and executed media outreach to secure editorial coverage, manage public reputation and support agency objectives.
- National Association for Housing and Redevelopment Officials (NAHRO)  
2017 National Awards of Merit include: Landlord Recruiting Video; Marketing Magazine to redevelop 43 acres of antiquated public housing and; agency rebranding.
- NAHRO 2016 National and State level Award of Merit for Assisted Housing, “Take One” landlord recruiting campaign.

EECU CREDIT UNION

Fort Worth, Texas

April 2012 – Aug 2015

*One of the top five credit unions in Texas*

#### **Advertising/Marketing Manager**

- Directed branding efforts for North Texas' second largest credit union--the fourth largest in Texas--and its affiliated organizations.
- Built project workflows while communicating with requesters, internal reviewers, and department heads to ensure that all projects were accurate and effective.
- Initiated campaigns and supervised external creative teams that drove revenue growth and progress toward strategic objectives.

