

Staci Vacek

8409 Weber Street · Omaha, NE 68122 · 402-933-9947
email: vacek@cox.net · http://members.cox.net/vacek

PROFESSIONAL PROFILE:

Achievement-oriented designer with over 7 years of diversified experience in print, web, and multimedia projects. Strong skills in project management and marketing. Effective communicator and problem solver. Enjoy working in team environments and under tight deadlines. Design samples can be seen at my website.

EDUCATION:

University of Nebraska – Lincoln: Lincoln, Nebraska
Bachelor of Journalism, 1997
Majors: Advertising and Broadcasting

ADVANCED TECHNOLOGY SKILLS:

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|--------------------------|--------------------------------|-------------------------|----------------------------------|
| • Macintosh Systems | • Freehand | • SoundEdit 16 | • Persuasion |
| • PC Systems | • Illustrator | • Macromedia Flash | • Text Bridge |
| • Windows - All Versions | • Adobe Acrobat – Full Version | • Macromedia Director | • WordScan |
| • Pagemaker | • Adobe GoLive | • Macromedia Authorware | • Omni Page Direct |
| • QuarkXpress | • Macromedia Dreamweaver | • Microsoft Word | • Extensis Portfolio |
| • Photoshop | • Microsoft FrontPage | • Microsoft Excel | • Avid Non-linear Editing System |
| • ImageReady | • Fetch & PC FTP Programs | • Microsoft Power Point | • Access |

EXPERIENCE:

September 2002 – Present

Sales Promotion Designer – Brokerage Division – Physicians Mutual; Omaha, NE

Design/Marketing

- Created a new format and theme to develop consistency and enhance branding of all product literature, such as brochures, marketing packages, magazine ads, email communication blasts, BGA email newsletter, tradeshow related materials, convention related materials, training materials and brokerage website.
- Designed award winning magazine ad enhancing brand awareness.
- Responsible for coordinating and managing yearly magazine advertising campaign with an average budget of over \$100,000.
- Enhanced magazine advertising theme generated a 200% increase in qualified broker leads.
- Initiated and designed interactive email blasts, praised by executive management for significantly increasing communication flow to all brokers.
- One of three designers chosen to be involved in re-branding project for company including creation of Brand Identity Manual and of several pieces for internal introduction.
- Lowered printing costs by 50% for Brokerage area by using internal resources and researching more effective ways to print.

Web

- Managed the creation and launch of Brokerage website. Worked closely overseeing day-to-day development and ensuring that the content meets our broker's needs. New site garnered a 65% increase in visits and has become "One of the Best Broker Websites in the Insurance Industry".

Project Management

- Initiated and facilitated brokerage team meetings thus improving communication in department.
- Managed First National Bank Wealth Accumulator Annuity implementation. Met aggressive three-month project timeline and delivered product rollout under budget.
- Assumed extra responsibilities to manage areas due to staffing shortage – Product Implementation, Compliance, and Convention Promotion.

Writing

- Research, write, and plan the copy for email newsletters, press releases trade magazine articles, promotional and web projects. Effectively communication the "Brokerage Message" to increase sales.

"Staci has taken Brokerage magazine advertising to the next level. As a result of her efforts, Brokerage has assumed a national position in the market and Physicians Mutual visibility has become widespread. She is quick with ideas and always coming forward with ways to get our message across."

Mark Cogen
Senior Vice President,
Brokerage
Physicians Mutual
Insurance Company

"Staci has been the 'one woman show' in Brokerage for many months. She has shown great leadership in driving the First National Bank Wealth Accumulator Annuity implementation to completion. Thanks to not only a lot of creative work, but strong project management work. This is a very important project given the close relationship between the Presidents of both companies'."

Brice Ballard
Assistant Vice President
Annuity Product Management
Physicians Mutual
Insurance Company

June 1999 – September 2002

Multimedia Coordinator – Imaging Services Corporation; Omaha, NE

Web

- Integral member of web team, lead web designer. Designed, developed, and maintained various internet websites and served as webmaster and programmer.
- Responsible for creating training program for clients to update their own sites using html and other web editing programs. Resulted in increased revenue for company in training area.
- Sample Client and Results: Big Bang Electronics - Redesigned client's internet site to provide enhanced e-commerce focus. Created visually appealing graphics and layout combined with shopping cart feature. New site directly responsible for increased sales of over 150%.

Multimedia

- Produced multimedia projects, such as interactive presentations, for trade shows using Flash, Director and Authorware. Created, produced and designed graphic images, layouts, animations, music, and movies to be used in multimedia projects. Responsible for increasing company's multimedia division sales. Created over 21 projects in three years at company.
- Sample Client and Results: FSI Nutrition – Created client's first multimedia project to be used at tradeshow. Surpassed client expectations by incorporating existing look and feel into project. Project generated many visits and return visits to their website increasing sales.

Printing/Design/Marketing/Writing

- Produced all phases of design and writing for CD printing, tray cards, inserts, booklets and brochures, company websites, business card CDs, business cards, letterhead, and product sheets. Coordinated printing bids with outside vendors. Served as liaison between clients and CD replication companies. Client satisfaction with customer service and turn-around time led to repeat referral business.

Project Management

- Managed and supervised print, web, and multimedia projects from beginning stages to final product. Consulted with client and reviewed project proposal to determine goals, time frame, budget, and procedures for accomplishing project and responsibilities of each party. Provided consultation, assistance, and updates during design and construction phases of projects to client. Enhanced and expanded knowledge of project management.

June 1998 - June 1999

Multimedia Developer – Interactive Projects Division – Father Flanagan's Boys' Home; Omaha, NE

Multimedia/Web

- Created, produced and designed graphic images, layouts, animations, music, and movies to be used in multimedia authoring platforms and websites for long-distance/online learning. Provided recommendations for the development and implementation of interactive CD's to various divisions. One of the first non-profit agencies in Nebraska to use long- distance learning through CD's and websites to reduce cost of traveling.

Division Specific Marketing

- Planned and executed photo shoot. Organized talent for photo shoot. Created an image library of existing photos as well as new photos obtained from photo shoot.

May 1997 - June 1998

Marketing Communications Specialist – Transcript International; Lincoln, NE

Writing/ Printing/Design

- Designed and produced including writing the copy for all company documents (press releases, data sheets, newsletters, brochures, etc.) to ensure that they meet the companies' communications objectives.

Web/Multimedia

- Designed and maintained the corporate internet website and served as webmaster, content developer and programmer. Produced multimedia projects, such as interactive presentations, for trade shows. Reduced costs by producing in-house rather than outsourcing.

Marketing

- Researched and evaluated the advertising activity effectiveness of each product campaign.
- Developed long and short range marketing plans for specific products.
- Documented and organized competitor information for use in marketing programs.
- Responsible for identifying target markets, product messaging, costs and projected sales.

"We needed a website designed to correspond to our existing marketing materials. We had already invested time and money developing a look and feel for our corporate identity and Staci did a great job of transferring our printed image to an online environment. We are extremely pleased with her work."

**Surety Solutions
Client, Imaging Services
Corporation**

"Staci has been a breath of fresh air - she understands the creative process entirely and her ideas are endless. In addition, she understands our needs and our customers' needs. She's met every deadline and has provided me with a quality product each time. I would trust her to manage any of my projects."

**FSI Nutrition
Client, Imaging Services
Corporation**

"Staci understands what it takes to be a team player. She always performs under tight deadlines and is extremely motivated. Not only is she an excellent designer but also an effective communicator."

**Dan Krist
Interactive Projects Manager
Father Flanagan's Boys'
Home**

"One of the best qualities from Staci is that she is a self-starter. I can always be confident in giving her new projects and knowing they will get done without a lot of handholding. Her attention to detail and creative eye is excellent."

**Sean Heyen
Marketing Manager
Transcript International**