

Dan Grajek
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www.SomethingOutThere.com

Marketing and Advertising Professional with 20 years experience at increasing sales by developing product promotions and corporate communications with exceptionally strong sales copy writing and graphic design skills. Highly respected for creative development and conceptual thinking used in ads, catalogs and sales literature (for print and web). Proven experience “wearing many hats” in activities such as branding, managing direct mail, procuring lists, coordinating printing, conducting market research, and creating websites. Known for achieving high quality/volume within tight deadlines and budgets. Considered “top seller” by colleagues at company trade show booths.

CREATIVITY

- Uses exceptionally strong creative and graphics skills to create marketing/sales literature that projects a favorable product and company image. Extensive background conceiving and producing catalogs, manuals, brochures, media kits and other product literature for print and web. Knowledgeable of photography and 3-D media.
- Employed revenue-generating skills in writing sales copy for advertising and promotions of transmissions, professional society membership, and publications for manufacturing engineers. These tasks required a firm grasp of both highly technical information and everyday language.
- Improved corporate image by utilizing skills in branding to develop a new look for a professional trade organization.
- Co-founded the Catholic Information League that originated, produced, and promoted literature that popularizes Catholic theology. The pamphlets received endorsements from five bestselling authors including the late Fr. John A. Hardon, a world-renowned theologian and consultant to two popes, who promoted them on EWTN television network. The product has sold over 250,000 units worldwide through 2007, and it is now available through Grotto Press.

ADMINISTRATION

- Lowered electronic catalog cost \$100,000 by negotiating with vendors to achieve the best possible price for superior goods and services.
- Saved over \$20,000 a year in fulfillment costs and increased efficiency by converting 60 part catalogs and service manuals (averaging 30 pages) to PDF format that each can be downloaded in less than five minutes.
- Administered virtually all marketing activities: catalogs, service manuals, website and general literature. Incorporated modifications suggested by Sales, Marketing and Engineering. Ability to “wear many hats” while accomplishing a broad spectrum of tasks.
- From concept to final print, coordinated advertising and promotional campaigns for books and videos.
- Developed marketing strategies with authors and editors; composed sales copy, designed sales material, produced direct marketing lists, worked with office service staff to get materials printed and mailed, monitored campaign costs and sales for future reference, established budgetary guidelines and implemented advertising campaigns accordingly.
- Evaluated magazine advertising effectiveness by using a program provided by Who’s Calling, Inc. Dozens of ads were assigned unique telephone numbers for tracking purposes to collect valuable marketing data that pinpoints the effectiveness of particular magazine ads. This data provided information upon which to make informed decisions in allocating advertising dollars and generate more sales.
- Saved several thousand dollars in manpower by coordinating all aspects of a trade show booth in a foreign country.
- Forecasted budgets required for Book and Video promotions.
- Increased sales and made product feasibility studies by using list systems to target markets based upon various criteria, such as past purchases, areas of interest, show attendance, and SIC codes.

INTERPERSONAL

- Proven skills as a relationship builder and team player in multicultural and social environments.
- Contributed to increased sales and improved customer service by displaying genuine interest in customers'/clients' wants and needs at trade shows and customer meetings.
- Increased sales and memberships at company booths at industry events. Earned recognition as “top seller” from event attendees and booth staff.
- Increased efficiency and solved emergency situations by providing continual assistance for colleagues who needed help with requests for sales materials, photography, quick renderings of technical drawings, etc.

TECHNICAL & RESEARCH

- Proficient in Photoshop, InDesign, Dreamweaver, Illustrator, Flash, Acrobat, Xpress and MS Office.
- Experienced designing and managing websites for numerous applications.
- Regularly implemented website updates and corrections on materials as needed by engineers and customer service representatives. Changes could be in verbiage or improvised modifications of technical drawings using Adobe Illustrator and Photoshop.
- Strong technical knowledge coupled with abstract ‘big picture’ concepts and effective researching, identification and classification of information contributes to effective communication of product features and benefits.
- Conducted market research to determine target buyers for a new 4-wheel drive transmission to be launched in 2008. Results of the research serves as concrete data for the advertising strategy.

EMPLOYMENT*President*

Out There Creative Services, Dearborn, MI 2006 – 2008

Marketing Coordinator

Transmission Technologies Corporation, (TTC), Plymouth, MI 2006 – 2007

Marketing Coordinator / Graphic Designer

Society of Manufacturing Engineers, (SME), Dearborn, MI 1998 – 2005

President and Founder

Catholic Information League, Warren, MI 1994 – 1998

Graphic Designer

SPX Corporation, Warren, MI 1989 – 1998

EDUCATION

Bachelor of Arts, University of Michigan, Dearborn, MI

PROFESSIONAL SOCIETIES

American Marketing Association
ConnectTech (Automation Alley)