



# DARREN JASIENIECKI

Chicagoland | 219-808-2133 | [djasieniecki@comcast.net](mailto:djasieniecki@comcast.net) | portfolio: [darren-j.com](http://darren-j.com) | [LinkedIn®](#)

## Creative Director • Design Director • Creative Manager • Senior Designer

### Relationship Building, Client-Facing Solutions, Balancing Creativity & Business, Leadership Development

*Resourceful, versatile Creative Director with an award-winning tenure of leading creative teams to produce strategic, brand-aligned, and effective solutions in fast-paced environments. Expert in generating innovative, data-driven ideas to deliver superior creative assets across various media. Influential leader responsible for cultures of collaboration, creativity, and accountability. Proven track record of managing and completing multiple projects simultaneously, delivering on time and under budget. Committed to brand champion, cheerfully adapting to the changing needs of complex, multifaceted organizations.*

## CAREER HIGHLIGHTS

- Guided from start to finish the establishment of two sub-brands within the National Investment Center main brand – NIC Academy and the NIC Data & Analytics Conference – increasing revenue by \$900K in first year.
- Managed a \$2M creative budget, oversaw \$400K project budgets, led six staff members, and coordinated with 10+ vendors (NIC).
- Spearheaded a comprehensive five-year rebranding initiative, transforming the college image from a non-traditional-aged school to that of a traditional-aged university, resulting in the highest enrollment to date.
- Attained \$100K in cost savings and bolstered online registrations by 30% through the implementation of in-house website development initiatives. (Homewood-Flossmoor)
- Executed successful freelance projects for esteemed brands, including Toyota, Susan G. Komen Foundation, Mazda, Bose, and Carrier.
- Guided the Homewood-Flossmoor team to win the 2018 NRPA National Gold Medal for top park district in the nation.
- Mentored and guided over 10 creative reports, fostering their professional development and steering them towards successful careers in the creative field.

## SKILLS

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|--------------------------------------|---------------------------------------|------------------------------------|
| • Creative Direction & Execution     | • Branding                            | • Business Development             |
| • Strategic Brand Management         | • Budget Management                   | • Content Creation                 |
| • Marketing Campaign Execution       | • Stakeholder Collaboration & Liaison | • UI/UX Design                     |
| • Team Leadership                    | • Data Analysis & Market Insight      | • Vendor & Media Relations         |
| • Project Management                 | • Creative Services                   | • Video, Print & Photography Media |
| • Creative Design & Innovation       | • Experiential Graphic Design         | • Remote Management                |
| • Social Media Strategy & Engagement | • Public Relations                    | • Typography                       |
| • Cost Reduction                     | • Web Development                     | • KPIs & Metrics                   |

## PROFESSIONAL EXPERIENCE

### CREATIVE MANAGER | National Investment Center for Senior Housing & Care (NIC) (Annapolis, MD - Remote) 2022 – Present

*Drove marketing campaigns and steered creative development for brand projects in a fast-paced, dynamic environment. Oversaw the end-to-end creative process and spearheaded organization-wide initiatives. Pioneered the conceptualization of sub-brands, including NIC Academy and NIC Data & Analytics Conference.*

- Orchestrated comprehensive branding and creative direction for biannual NIC Conferences, recognized as one of the most elite in the industry, drawing attendance from the C-suite of major capital providers; successfully executed within a \$1.5 million budget.
- Streamlined >1,500 annual print/digital requests for conferences, social media, data projects and emerging technologies.
- Integrated Asana for project management, reducing turnaround by 30%.
- Led a remote, high-performing creative team handling branding, print, white papers, digital content, and apps.
- Boosted social media engagement by 20% with compelling graphics.
- Achieved a 35% cut in conference printing costs and a 25% increase in brand recognition through strategic design.
- Coordinate and oversee a multidisciplinary team of interior designers, printers, photographers, and media professionals to execute creative vision for two annual NIC conferences.

**PROFESSIONAL EXPERIENCE (Ctnd)** 

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**CREATIVE, MARKETING, & PR MANAGER | Homewood-Flossmoor Municipality (Flossmoor, IL) 2014 – 2022***Directed creative, marketing and PR strategies for Homewood-Flossmoor municipalities, managing in-house creative and marketing teams and a \$850K budget. Developed a unified branding campaign and implemented digital strategies across eight social media platforms.*

- Guided the team to win the 2018 NRPA National Gold Medal for top park district in the nation.
- Led the in-house creation of five websites, saving over \$100K, increasing online registrations by 30%.
- Enhanced operational efficiency, reducing creative production time by 25%.
- Introduced a digital display program, saving \$10K annually and generating ad revenue.
- Boosted program participation by 40% through dynamic promotional videos.

**ASSOCIATE DIRECTOR OF MARKETING/CREATIVE | Calumet College of St. Joseph (Whiting, IN) 2009 – 2014**  
**GRAPHIC/WEB DESIGNER 2006 - 2009***Led the creative direction, concepts, brand development, marketing materials production, and web design to drive brand consistency on websites and marketing campaigns. Appointed to Head of the Board Marketing Committee.*

- Increased overall college enrollment 15%+ by developing an integrated marketing program and specific marketing/creative approaches for distinct targeted market segments. Resulted in highest enrollment in College's history.
- Reduced outsourcing costs 45% by leading and administering in-house creative design projects supporting recruitment.
- Re-branded the college from a non-traditional-aged school to a traditional-aged university over five years.
- Led a focused marketing effort to build a strong, targeted social media presence, boosting social media following 300% over eight months.

**AWARDS & HONORS** 

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- National Gold Medal Award | National Recreation and Park Association
- 3rd Place, Website Development ([hfracquetandfitness.com](http://hfracquetandfitness.com)) | IPRA Agency Showcase Competition
- Government Special Districts Award (Social Media Marketing)
- 1st Place, Website Development ([hfparks.com](http://hfparks.com)) | IPRA Agency Showcase Competition
- 3rd Place, Social Media | IPRA Agency Showcase Competition
- Employee of the Year | Calumet College of St. Joseph
- Award for Design and Usage | Printers Institute of Illinois
- 3rd Place Launch Advertisement, MM&M (Medical Marketing and Media) | Consumer Press & Web

**TECHNICAL COMPETENCIES** 

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Photoshop • InDesign • Illustrator • Premiere Pro • Aftereffects • Figma • MS Office • WordPress • Audition • Designs.ai • Canva • CSS • JavaScript • HTML • Workfront • Asana • Hootsuite • Media Encoder • Sketch • Midjourney • Constant Contact • Marketing Cloud Account Engagement • Salesforce • Adobe Creative Suite • Final Cut Pro HD • GA4 • Keynote • Photography

**COMMUNITY INVOLVEMENT** 

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Taproot Foundation | Pro Bono Marketing & Creative Consulting for Non-Profit Organizations 2015 – Present  
 Meals On Wheels Association of America | Meal Delivery 2010 – 2014  
 Homewood Area Chamber of Commerce | Board of Directors 2015 – 2017

**EDUCATION** 

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Bachelor of Science – Organizational Communications | Purdue University (West Lafayette, IN)