

ANDREW PALIOS

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| Professional Experience

Communications Manager

Society for Immunotherapy of Cancer, Milwaukee, WI May 2016 – Present

- Management of the production of creative marketing communications projects in digital, print, and email marketing
- Copy writing for society newsletter and public facing marketing communications materials
- Design management and administration for the Annual Meeting & Associated Programs mobile meeting application
- Management of signage, onsite attendee experience, and exhibition booth design for Annual Meeting & Associated Programs
- Management of the cross-team implementation of marketing plans and communications strategies for increasing membership recruitment, fundraising/business development/donor cultivation, and scientific research for the society and its activities
- Assistance in the production of press releases and representation of the society in direct public activities and engagements
- Generate tracking reports focused on measurements of success of communications activities of interest to the society through Google Analytics
- Budget tracking for marketing communications projects for business development, membership, and scientific research departments
- Primary negotiator of vendor quotes and management of purchase requisitions, purchase orders, and invoices for creative marketing projects
- Responsible for the creation and implementation of creative marketing tactics to a global audience
- Managed interdepartmental marketing communications approval process for projects with internal departments and outside vendors
- Lead interdepartmental meeting agenda development and hosting
- Integrated, strategized, and coordinated social media advertising campaigns to build audiences, promote products/offers, and drive traffic through the utilization of Facebook, Twitter, LinkedIn, Pinterest, and others as needed
- Management of marketing communications metrics to ensure design quality, content performance reviews, and strategic market forecasting based on tracked data
- Project management and digital design lead for the *Journal for ImmunoTherapy of Cancer (JITC)* digest
- Raised 300,000 U.S. dollars 21 months ahead of schedule in matching gift campaign for cancer immunotherapy research

Adjunct Instructor

Milwaukee Institute of Art & Design, Milwaukee, WI January 2016 – Present

- Instructor of sophomore-level Computer Studio 2 course teaching Adobe Photoshop CC 2017 and Animate CC 2017 to meet educational development objectives
- Development and execution of classroom schedule, subject matter, based on real-world multi-channel creative marketing design applications, selection of materials and media, development of learning activities, and documentation of plans
- Maintain tracking of student screening and assessments of progress and facilitate evaluations of individual student development

Marketing Designer

QuadTech Inc., Sussex, WI February 2015 – May 2016

- Sole administrator and designer of international sales mobile application for global sales force and agent affiliates incorporating six languages and directly contributing to the acquisition and closing of 4,300,000 U.S. dollars in sales
- Trainer of global sales force on new workflows and selling techniques through sales enablement technology solution
- Lead project manager and designer for new employee on boarding and training initiatives including class conceptualization, educational materials, and presentations
- Showpad Sales & Marketing Excellence Award winner in the category of Exceptional Graphical Design 2015
- Showpad Sales & Marketing Excellence Award finalist in the category of Taking Sales Enablement to the Next Level 2015

Art Director

The Scan Group Inc., Waukesha, WI May 2011 – January 2015

Client Sampling: Kimberly-Clark, GE Healthcare, Weyco Group, Citrix, Sears, Derse, Rite Hite, LYCO Manufacturing, Margaritaville Limited, BBL Hospitality, Finland Diner Restaurants Ltd., Suparossa Restaurant Group, Magnolia Hospitality Group, Inc.

Art Director

Dearing Group, Lafayette, IN August 2010 – May 2011

Client Sampling: Purdue University, Purdue Research Foundation, Franciscan St. Elizabeth Regional Health

Design Intern/Freelance Designer

H2D Inc., Milwaukee, WI January 2009 – May 2010

Client Sampling: Granite MedSystems, Hurst Jaws of Life

Competitively Selected Design Intern

Visual Resources Design Group, Milwaukee, WI January 2008 – January 2009

Client Sampling: Milwaukee Institute of Art & Design, The Skylight Opera Theatre

Design Intern/Freelance Designer

Group 528, Glen Ellyn, IL January 2007 – January 2008

Client Sampling: Elkay Manufacturing Company, Ingalls Healthcare System

| *Education*

Bachelor of Fine Arts, Communication Design

Milwaukee Institute of Art & Design, Milwaukee, WI January 2008 – January 2010

- Wisconsin Student Portfolio Review poster competition winner 2010
- Selected member of the Milwaukee Institute of Art & Design Visual Resources Design Group 2010

Associate of Applied Science, Graphic Design

College of DuPage, Glen Ellyn, IL January 2005 – January 2007

- College of DuPage Applied Arts brochure competition winner 2007
- College of DuPage McAninch College Theatre poster competition winner 2007

| *Technology Proficiency*

Software

- Adobe InDesign CC 2017
- Adobe Photoshop CC 2017
- Adobe Illustrator CC 2017
- Adobe Dreamweaver CC 2017
- Adobe Muse CC 2017
- Adobe Animate CC 2017
- Adobe After Effects CC 2017
- Adobe Premiere CC 2017
- Adobe Acrobat Pro DC
- Microsoft Word 2016
- Microsoft PowerPoint 2016
- Microsoft Excel 2016
- Showpad
- WordPress
- Squarespace 6
- MindFire Studio
- EasyPurl
- SignageStudio
- BrowserStack
- Litmus
- Prezi
- PitStop Pro 10
- Google Analytics
- Google Drive
- Google Sites
- IFS
- Salesforce
- Moodle
- iMIS
- Smartsheet
- Cision
- Higher Logic
- Attendify

Scripting Languages

- HTML5
- CSS3
- jQuery
- ActionScript 3.0

| *Equipment*

Digital Presses

- Kodak NexPress 2100
- Cannon imagePRESS C7010VP

Offset Presses

- Heidelberg Speedmaster CD74
- Heidelberg Printmaster PM52

Large-Format Printers

- HP Design Jet 5500PS
- Epson Stylus Pro 9900

Cutting Plotters

- Mimaki CF2-0912

| *Professional References Upon Request*