



# ANDREW M. PALIOS

## PROFESSIONAL EXPERIENCE

### ADJUNCT INSTRUCTOR

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

- Instructor of sophomore-level Computer Studio 2 course teaching Adobe Photoshop CC 2018, InDesign CC 2018 and Animate CC 2018 to meet educational development objectives
- Development and execution of classroom schedule, selection of materials, development of learning activities, and documentation of plans
- Maintain tracking of student screening and assessments of progress and facilitate evaluations of individual student development

### COMMUNICATIONS MANAGER

Society for Immunotherapy of Cancer, Milwaukee, WI May 2016 – April 2018

- Design management and administration for the 32<sup>nd</sup> Annual Meeting & Pre-Conference Programs (SITC 2017) strategic marketing plans and tactical timelines, mobile application development and launch plan, convention center directional signage, environmental graphics/installations, and exhibition booth designs
  - 40% increase in attendance to SITC 2017 from the prior year, including 50 prospective investors in attendance
  - Requisition of 80 exhibitors at SITC 2017, an 86% increase from the prior year
  - 130% increase in mobile app downloads with a 90% decrease in overhead cost
- Development and implementation of strategic/tactical marketing plans for membership, business development, live/online education, scientific, and publication departments
  - Achieved impact factor for the *Journal for Immunotherapy of Cancer* (JITC) publication in 2017 since launching in 2013
  - Raised 300,000 U.S. dollars 21 months ahead of schedule for Sparkathon initiative targeting early career scientists
  - Increased fellowship submissions by 184% over prior year
- Lead in bringing new marketing automation software Real Magnet into marketing department and within compliance per anti-spam legislation within three months
- Launched digital interdepartmental marketing communications workflow and approval process for projects from concept to completion
- Directed creative staff throughout the production of marketing communications projects in digital, print, and email marketing
- Copywriting and editing for marketing communications materials
- Budget tracking of marketing projects for membership, business development, live/online education, scientific, and publication departments
- Primary negotiator of vendor quotes and management of purchase requisitions, purchase orders, and invoices for creative marketing projects

### MARKETING DESIGNER

Quad/Graphics, 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 Showpad sales enablement technology
- Lead project manager and designer for new employee onboarding 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

### ART DIRECTOR

Dearing Group, Lafayette, IN August 2010 – May 2011

### DESIGN INTERN/FREELANCE DESIGNER

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

### COMPETITIVELY SELECTED DESIGN INTERN

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

### DESIGN INTERN/FREELANCE DESIGNER

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

## EDUCATION

### BACHELOR OF FINE ARTS, COMMUNICATION DESIGN

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

### ASSOCIATE IN APPLIED SCIENCE, ADVERTISING, DESIGN, & ILLUSTRATION

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

## **SOFTWARE**

### **DESIGN/BUSINESS**

- Adobe InDesign CC 2018
- Adobe Photoshop CC 2018
- Adobe Illustrator CC 2018
- Adobe Dreamweaver CC 2018
- Adobe Muse CC 2018
- Adobe Animate CC 2018
- Adobe After Effects CC 2018
- Adobe Premiere CC 2018
- Adobe Acrobat Pro DC
- Microsoft Word 2017
- Microsoft PowerPoint 2017
- Microsoft Excel 2017
- PitStop Pro 10

### **SCRIPTING LANGUAGES**

- HTML5
- CSS3

### **DATABASE/MANAGEMENT**

- iMIS
- Basecamp
- Smartsheet
- Moodle

### **WEB/MOBILE**

- Higher Logic
- WordPress
- Squarespace 6
- Attendify
- Google Sites
- BrowserStack
- Litmus

### **SALES/MARKETING/PR**

- Showpad
- Real Magnet
- MindFire Studio
- EasyPurl
- Salesforce
- SignageStudio
- Prezi
- Google Analytics
- Cision

## **PRESS/FINISHING 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**