

Rusty Kocian (rustyk@gmail.com)

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Education

The University of Texas at Austin (*McCombs School of Business*)

Bachelors of Business Administration – Marketing

Aug 08

Experience

Dec09-Current

Freelance Designer and Marketing Consultant

- Developing e-commerce, social media, and web strategy for SMBs & non-profits
- Conceptualizing location-based apps, interactive ads, and social mashups
- Consulting companies on marketing, emerging tech, and community engagement
- Writing a marketing blog and interacting with fans on Facebook and Twitter

Nov08-Aug09

Campaign Manager, *Brightfire LLC*

- Managed email delivery, optimization and analysis to millions of subscribers
- Managed vendor, partner, and affiliate relationships
- Wrote copy for landing pages, email creatives, and conversion paths
- Created reporting tools and user documentation for clients and partners
- Developed promotional plan for social video community

Dec08-May09

Contract Designer, *Causeway Interactive*

- Designed email creatives for newsletters and promotional campaigns

Jan08-May08

Interactive Marketing Intern, *Tocquigny*

- Developed competitive research, information design, and messaging for clients
- Revamped agency's campus recruitment strategy and intern program
- Researched industry trends and growth opportunities in online advertising

Aug03-May08

Local President, VP Sales & Marketing, *AIESEC*

- Managed the Austin chapter of the world's largest student organization
- Organized campus-wide and citywide events for networking and promotion
- Created over a dozen new partnerships in Austin and Hong Kong
- Directed and trained a small sales team in networking, lead gen, and pitch
- Implemented branding initiatives in the US, Sweden, Malta, and Greece
- Created brochures, posters, ads, websites, and other promotional materials
- Developed case studies, marketing plans, and sales pitches for prospects

Skills & Training

+ Account Planning, B2B Sales, Market Research

+ Web Development (HTML4+CSS2), Print Design, Copywriting

+ Design Strategy, User Experience, Social Marketing