

Mike Kozak

Strategist, Planner & Manager

Experience

April 2017 -
Present

Director of Digital Strategy **Wall-to-Wall Studios, Pittsburgh, Pa.**

- Lead digital practice in the Pittsburgh office of 30-person branding and design studio.
- Account and project manager for all digital projects (up to 20 at a time) from small campaigns to large rebrands.
- Lead team of designers and developers in delivering solutions that meet client and user goals using technology in smart and creative ways.
- Develop project briefs and strategy documents.
- User experience research and design, include user testing, information architecture and wireframing
- Directly manage development team and provide mentorship to junior project and account managers.
- Assist with new business pitches, proposals and scope creation.
- Organically grow existing digital accounts through on-going relationship building with clients.
- Identify opportunities for growth of digital practice across studio.
- Product manager for studio-owned and development content management system.

April 2015 -
April 2017

Interactive Project Manager **Wall-to-Wall Studios, Pittsburgh, Pa.**

- Account and project manager for all digital projects.
- Project planning and strategy, including brief development and user experience design
- Managed development team (4-5 direct reports)
- Implemented cross-office scheduling and resource planning using Float
- Implemented studio-wide time-tracking leading to improved budget and scope management

June 2013 -
April 2015

Account Supervisor **BarkleyREI, Pittsburgh, Pa.**

- Account manager for education, travel and tourism and non-profit clients.
- Managed and directed strategy for large-scale website redesigns, mobile apps and digital marketing campaigns.
- Scope and budget management.
- On-going client relationship management and account growth, including doubling the account size of largest non-profit client
- Developed agencies SEO, analytics and email marketing and lead generation offerings.

Skills

- Planning & Strategy
- Account Management
- Team Leadership & Management
- Product Management
- New Business
- Resource Planning
- Workshop Leadership
- Writing
- Public Speaking
- User Experience Design
- Digital Marketing
- Web Analytics
- SEO
- Mobile Apps
- CMS
- CRM
- Enough code to talk to developers.

Contact

mwkozak@gmail.com
412.251.6099

June 2008 -
June 2013

Experience (continued)

Assistant Director of Admission
Carnegie Mellon University, Pittsburgh, Pa.

- Member of 3-person marketing communications team
- Lead website redesign of first responsive website
- Lead shift from print-focused to digitally-driven marketing strategy
- Increased volume and quality of email marketing
- Established social media presence
- Recruited students and reviewed applications

Recent Projects

GCU
Branding & Website
gcuusa.com

- Comprehensive rebrand of the Greek Catholic Union, a 125-year old fraternal benefit society with over \$1.5 billion in assets
- Roles: strategy, account and project management, UX

DLA+ Architects
Website
dlaplus.com

- Website redesign for regionally-recognized architecture and interior design firm
- Roles: strategy, account and project management

p4 Pittsburgh
Website
p4pittsburgh.org

- Website redesign for urban planning, sustainability and community development initiative and conference
- Roles: strategy, account and project management, UX

Education

2013	MS in Integrated Marketing Communication West Virginia University
2008	BA in English Literature University of Pittsburgh

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Digital Experience Strategist, Planner & Manager

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Skills

- Planning & Strategy
- User Experience Design
- Wireframing
- Information Architecture
- Content Strategy
- Persona Building
- Usability Testing
- Team Leadership & Management
- Product Management
- Resource Planning
- Workshop & Design Sprint Facilitation
- Writing
- Public Speaking
- Web Analytics
- SEO
- Mobile Apps
- CMS
- CRM
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