



# Eric M. Wroblewski

## Graphic Designer • Creative Director

Portfolio link • [smigraphicdesign.com](http://smigraphicdesign.com)

Creative and organized Graphic Designer/Creative Director with 21 years of experience developing projects large and small for products and services. Seeking a permanent, full-time position with great company that is looking for the professional acumen needed to further progress with and impactful momentum.

**ADOBE CS**, Photoshop, Illustrator, InDesign, After Effects, Firefly, Premier Pro, InCopy, etc.  
**MS OFFICE**, Power Point, Excel, Word • **CMS**, WordPress, Wix, Wix Studio, GoDaddy, Shopify  
**SOCIAL MEDIA**, Facebook, Instagram, X/Twitter, TikTok, YouTube

### PROFFSSIONAL EXPERIENCE

#### Graphic Designer/Creative Director, Savant Media Images (Freelance)

St. Petersburg, FL • June 2004 - Present

- Direct Creation of Graphic and Media design for Print, Video, Web, Photography.
- Branding, Product Label Design, Product Packaging Design, Trade Show Materials.
- Website/Mobile Site Design & Management, Social Media Design & Management.
- Photo Retouching, Video Editing, 2D & 3D Animation, & Motion Graphics.

#### Graphic Design/Marketing Specialist, Smart Communications

Seminole, FL • May 2023 - October 2023

- This was a short-term Contract Position.
- Re-emphasize Booklet, Design Event Invitations & Company Advertisements.
- Build Banners/Signage Products. Reimagine Product & Service Pamphlets.
- Produce Trade Show Videos, Video Editing and Update Product Photography.

#### Graphic Design/HR Communications Specialist, Pinellas County

Clearwater, FL • July 2022 - November 2022

- This was a short-term Temp Position.
- Graphic Design and Media for Pinellas County, Print, Video, Web/Social Media
- County Branding, Signage, Internal Communications, ADA Compliance.
- Government Collateral, Multi-Page Newsletters, Custom Design & Video Editing for County YouTube page.

#### Account Designer, GSP Marketing Technologies

Clearwater, FL • April 2015 - February 2021

- Manage Account Design for National Convenience Store Chain Products.
- Product Branding, Signage Design, Product Packaging design.
- POP Materials, Sales Materials, Custom Design and Animation.

#### Creative Director/Graphic Design, Remedy Nutraceuticals, Inc.

St. Petersburg, FL • November 2013 - December 2017

- Manage Creation Art & Media for Company Print, Video, Web & Email Campaigns.
- Product Branding, Marketing & Sales Collateral. Product Label & Packaging Design.
- Website & Online Store Development & Mgmt, E-Com & Social Media Pages.

### PROFILE

📍 St. Petersburg, FL

📞 (727) 831- 6064

🌐 [smigraphicdesign.com](http://smigraphicdesign.com)

✉ [savantmediaimages@hotmail.com](mailto:savantmediaimages@hotmail.com)

✉ [rendrinc03@hotmail.com](mailto:rendrinc03@hotmail.com)

### SKILLS

Project Management  
Social Media Management  
Brand Management  
Promotional Marketing  
Advertising Campaigns  
Product Labels & Packaging Design  
Print Production Knowledge  
Website Dev & Management  
Trade Show Coordination  
Video Shoots & Video Editing  
Photography & Photo Editin  
3D & 2D Animation  
Motion Graphics  
Troubleshooting & Problem Solving  
Cutting Edge Best Practices  
High Quality Control Standards

### EDUCATION

#### Int'l Academy of Design & Tech

Tampa, FL • 2003 - 2011  
BFA Computer Animation

#### Macomb Community College

Warren, MI • 1993 - 1995  
Printing & Desktop Publishing  
Certificate of Completion



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**SOCIAL MEDIA**, Facebook, Instagram, X/Twitter, TikTok, YouTube

### PROFESSIONAL EXPERIENCE

#### Graphic Artist / Pre-Press, BayTech Label

St. Petersburg, FL • December 2007 - October 2013

- Designing and Branding New Product Labels and Packaging
- Reworking Art for production, Assembling product proofs
- Design work for company web site, advertising, and Trade show displays
- Pre-Press and Computer-To-Plate (CTP) processes

#### Lead Graphic Artist - Better Business Forms/Paradise Label

Largo, FL • March 2005 - August 2007

- \*Paradise Label was acquired by Better Business Forms in August 2005.
- Supervised Art Department, part time graphic artists and plate maker
- Handled customer service in regards to pre-production art and inventory
- Designing and Branding New Product Labels
- Reworking Art for production, Assembling product proofs

### RECENT PROJECTS

#### Vending Sweets, LLC

- Create 20 page website, Desktop & Mobile
- Business Card Design, T-Shirt Design
- Digital Info Graphic Display for Toy Claw Machines

#### Heartland Center for Autism

- Continuing website and Social Media Management
- Build & edit promo video for company social media (Facebook, Instagram, X/Twitter)
- Create TicToc Company page, advertisements and Promo Videos.

#### Safehaus, Inc. & Generations Wellness Center

- Building and Managing new social media campaign
- Updating websites and linking social media communication.

Success directing and implementing design projects, from conception to launch. Readily translate business requirements into effective print, marketing and advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines and budget requirements. Intuitively adapt to new technology, best practices & innovative processes while ensuring compliance with corporate standards.

### EDUCATION

#### Center Line High School

Center Line, MI • 1989 - 1993  
Vocational Printing  
High School Graduate

#### Center for Creative Studies

Detroit, MI • 1991  
Cartooning & Design  
Certificate of Completion

#### Warren Schools

Warren, MI • 1990  
Cartooning Class  
Certificate of Completion

### PROGRAMS

#### ADOBE CS

Photoshop, Illustrator, InDesign, After Effects, Firefly, Premier Pro, InCopy

#### MS OFFICE

Power Point, Excel, Word, Teams, Outlook

#### CMS

WordPress, Wix, Wix Studio, GoDaddy, Shopify

#### SOCIAL MEDIA

Facebook, Instagram, X/Twitter, TicToc, YouTube