



Eric M. Wroblewski

Graphic Designer • Creative Director

Portfolio link • 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, TicToc, 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

✉ savantmediaimages@hotmail.com

✉ 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, TicToc, YouTube

PROFFSSIONAL 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