

ARLETTA GROMEK

EDUCATION / CERTIFICATES

BACHELOR OF ARTS

Theater: Properties Management
Minors: Dance | Business Mgmt
Loyola University Chicago
2010-2014

LICENTIATE

Polish Folk Dance & Choreography
University of Rzeszow, Poland
July 2018

Brand Specialist

Level C: Marty Neiumier, Andy Starr
Feb 2022

LANGUAGES

POLISH

Fluent; (Reading, Writing, Speaking)

SPANISH

Conversational

SKILLS

- Design Software: **Adobe Creative Suite** (InDesign, Rush, Premiere Pro, Illustrator), Canva
- **Website Design & Management:** Squarespace, Joomla, WordPress
- Software Proficiency: Microsoft Office, Google Suite, Teams
- **Workshop Facilitation & Presentation**
- Event & Project Management
- Brand Identity **Design & Strategy**
- Conceptual Design
- **Social Media** Strategy & Management
- Cross-Functional **Collaboration**
- Leadership Skills
- Analytical Thinking
- Dabbled with **AI** (i.e. ChatGPT)

EXPERIENCE

MARKETING ASSOCIATE

Pine Tree
06/2021 - present

My role is to help strategically establish and implement brand and marketing tactics to make Pine Tree synonymous with the premier service provider in the retail real estate industry.

- Spearheaded the growth of Pine Tree's LinkedIn following **over 600%** by implementing targeted content strategies and engagement initiatives.
- Led comprehensive **brand strategy sessions** involving key stakeholders, resulting in the development of well-defined customer profiles and a cohesive brand voice, tone, and language framework.
- Efficiently tracked, edited, and updated more than 100 shopping center leasing brochures on a weekly basis, **ensuring accuracy and alignment** with company standards.

BRAND STRATEGIST & DESIGNER

Arletta Gromek Creative
03/2019 - 09/2021

I worked with small-mid sized businesses and entrepreneurs to identify their target audience, assess their position in the marketplace, and develop strategies to reach their goals.

- Collaborated with small to mid-sized businesses and entrepreneurs to define target audiences, evaluate market positioning, and **formulate globally impactful brand strategies** and visual identities that align with business objectives and ensure effective market positioning.
- Led end-to-end development of design concepts, logos, and marketing campaigns for launch initiatives and rebranding efforts.
- Orchestrated workshops engaging key stakeholders to identify business challenges, bottlenecks, and pain points, translating these insights into innovative creative strategies and executions.

CREATIVE ADVANCEMENT COORDINATOR

Polish American Association
09/2015 - 03/2019

Responsible for conceptualizing, developing, and executing creative events, campaigns, and fundraising strategies for a human service non profit.

- Conceptualized and executed successful fundraisers and campaigns, **securing over \$100,000 in donations** by aligning creative strategies with organizational goals.
- Orchestrated **cross-functional collaboration** to establish a unified brand voice across marketing efforts and fundraisers, ensuring consistent representation aligned with the board of directors' vision.
- Elevated organizational aesthetics across platforms, including social media and fundraising campaigns, by implementing **refined design standards** that enhanced visual identity.