

Sylwia Lipiec-Qualls
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OBJECTIVE:

I am interested in part-time, remote work as a Polish-English, English-Polish translator, editor and/or proofer.

EDUCATION:

University of Maria Sklodowska-Curie, Lublin, Poland

Master of Arts in English Philology

(Major in English Literature, Culture and Linguistics, concentration in American Literature)

Minor in Methodology of Teaching English as a Second Language

Graduation Date: June 1996

Ian Zamoyski High School, Lublin, Poland

Graduation Date: May 1991

Certified in Adobe Photoshop and Illustrator

National Seminars Group, A Division of Rockhurst University Continuing Education Center, 2006

Over 20 years of hands-on experience in marketing and communications across various print and digital media platforms; graphic design and production of marketing collateral; website and social media content development and management; and community outreach.

WORK EXPERIENCE:

2020-present

Strategic Enrollment Copy Writer at University of the Pacific

Duties:

- collaborator on developing the university's recruitment campaigns;
- storyteller and idea generator for branded enrollment marketing and recruitment materials, advertising campaigns, video scripts, email communications and media sources;
- social media and website content development and implementation across various university units.

2018-2020

Marketing Coordinator at the Conservatory of Music, University of the Pacific

Duties:

- coordination of marketing projects supporting the conservatory recruitment
- coordination of marketing efforts promoting the conservatory as a cultural and music hub for Pacific students and the greater community;
- social media and website content management;
- development and production of concert programs and event collateral;
- storytelling about the conservatory students, alumni, faculty and guest artists;
- oversight of the implementation of the university and conservatory brands throughout various collaborative projects within the conservatory and with other university units.

2011 - 2018

Communications and Graphics Manager at Downtown Stockton Alliance,

a non-profit business improvement district with a mission to promote business, housing, arts and entertainment to help create a vibrant, sustainable, urban community in Downtown Stockton.

Duties:

- coordination of the company's message and brand look throughout print, website, and social media;
- content management of the company's website including collaborating with staff and off-site web designers to implement up-to-date content and functionality to the site; monitoring website traffic and other statistics and producing monthly reports for CEO and the Board of Directors;
- writing, editorial, and distribution of press releases, announcements, and newspaper articles; collaborating with the media locally and nationally to produce interviews/stories for their outlets;
- technical and creative management of the organization's print, online, and e-mail communications, as well as integration of all platforms to ensure consistency of the company's messages in various media (newsletters, collateral, advertisement, social media, etc.);
- increasing and maintaining communications with downtown stakeholders such as businesses, non-profits and educational institutions, including presentations, a monthly print newspaper, quarterly bulletins, and electronic newsletters;
- creating and managing advertising budget and preparing annual advertisement schedules; coordinating media coverage;
- tracking progress of managed projects and programs, compiling marketing statistics as well as producing project reports to present to the Board of Directors;
- production and print of company and special events collateral including brochures, posters,

and multi-page publications;

- marketing of special events via print and electronic advertisement, social media, and direct mail;
 - coordination and management of public art projects throughout Downtown Stockton;
- collaborating with staff and external parties on project execution; outreach to artists, art and education groups and institutions.

2005 - 2011

Graphic Design at Downtown Stockton Alliance

Duties:

- development of the company's print and electronic collateral;
- implementation of marketing messages and the company's brand look;
- development and publication of the company's monthly print newspaper;
- development of logos and graphics for specific marketing/event campaigns;
- assistance with marketing, special events and economic development projects.

1998 - 2005

Marketing Specialist at Union Safe Deposit Bank (Bank of the West)

Duties:

- administrative support of the Marketing and Executive Offices;
- coordination of the company's participation in fundraisers and community events as part of the Community Reinvestment Act program;
- coordination of customer and internal bank communications (direct mail, electronic, print);
- design, layout and production of a quarterly financial newsletter;
- graphic design: advertisement, brochures, posters, other publications.

1996 - 2011

Blackwater Cafe Downtown, Co-owner

Duties: Customer service, management, bookkeeping, marketing.

SKILLS:

Writing and Editing: news and blog stories, marketing copy for print and digital publications, website and social media content, reports, press releases, and concert programs.

Social Media: Facebook, Youtube, Twitter, ConstantContact; Google+

Management: project and budget management; distribution of duties and communications to vendors and team members to ensure timely delivery and quality;

Graphic Design: over 15 years of experience in design and layout of print and digital publications with focus on implementation of institutional brand and editing guidelines;

Computer: Advanced in Microsoft Office Suite (Word, PowerPoint, Excel, Outlook); Advanced in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat); Comprehensive knowledge of Content Management System – Drupal, Word Press;

Additional Activities and Skills:

- Polish-English and English-Polish translations of research materials for the Brubeck Jazz Institute in Stockton, the University of Agriculture in Lublin, Poland, as well as numerous pro-bono translations of science, history, literary and private correspondence materials.
- Volunteer member of the Higher Education Advisory Board for CSU Stanislaus, 2017-2018;
- Certified as Stockton Tourism Ambassador, 2013-2018;
- Website and social media coordinator for the DeltaFusion, 2011-2015;
DeltaFusion was a community and cultural project co-sponsored by the Theatre Arts Department at the University of the Pacific and Haggin Museum, Stockton.
- Management or collaboration on many art and education-based community projects with local arts, cultural and business organizations;
- Design and layout of event collateral for the Stockton Arts Commission's Art Awards 2012
- Design of promotional materials for the Stockton Ballet School, 2011-Present.