

PORTFOLIO



I'm Bryan,
a Creative Leader
who Consistently
Delivers Results

BRYAN WIECZOREK

("whi-ZOR-ik")

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Seriously Experienced

On weekdays, I manage the marketing team for Quality Collision Group, overseeing 20 brands at the \$400M collision repair company. However, I have plenty more knowledge to share and the skills below are evidence.

DESIGN

- » Web Design • Graphic Design
- » UX Design & Testing
- » Informational Design

DEVELOPMENT

- » UI Development
- » Technical Consultancy
- » Back-End Development
- » Hosted Server Security

LEADERSHIP

- » Growth Marketing Strategy
- » SEO and Analytics
- » Local Listings
- » Google Ads / Microsoft Ads

BRYAN WIECZ OREK

A self-motivated and dedicated individual, Bryan “Wiz” Wieczorek excels at managing teams and professionally balancing the marketing needs of numerous stakeholders.

Born and raised in St. Louis, MO, Bryan moved to the suburban town of O’Fallon, MO, in 1991. As the City he’d someday work for grew around him, so did his knowledge of computers, design and all things Internet-related.



Bryan shares a deep love for St. Louis Cardinals baseball with his father, Frank Wieczorek.

If you’re interested in working together or have an idea to share, please send Bryan a message. Otherwise, please enjoy browsing through an abridged portfolio of his work.

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In 1997, I designed my first HTML website. As a fan of Led Zeppelin, I realized building a website was the easiest, quickest means to connect with others on the burgeoning Internet.

During and following college, I had a few transformative internships that nudged me in the direction of my eventual career.

PROFESSIONAL WORK

- » Quality Collision Group
- » Schaefer Autobody Centers
- » City of O’Fallon, Missouri
- » BryanWiz.com, LLC

INTERNSHIPS

- » City of O’Fallon, Missouri
- » SSM St. Joseph Health Center
- » Make-A-Wish Foundation®

DESIGN

Graphics launched my career, thanks to my natural eye for detail and strong grasp of color theory. I embraced blank the page and thrived when presented new challenges. Communications interns at the City of O'Fallon consistently praised their learning experiences with me.

Throughout my career, I've excelled at managing multiple projects for various stakeholders. While I quickly developed a talent for graphic design, it was in my first management role that I discovered my passion for teaching others.



At the City of O'Fallon, I designed and edited dozens of quarterly residential newsletters. With a reach of 47K mailboxes, the project was where I learned to manage projects and people.

Today, I lead the marketing team at Quality Collision Group, producing dozens of design-related projects each month for the company's 20 brands. We use enterprise-level project management software and hold weekly meetings focused on it.

My reports are asked to complete four hours of job-specific training weekly, set and achieve quarterly goals, and know that I'm always available for tutorials or feedback. However, my responsibilities extend far beyond graphic design.

Multiple logos I illustrated are still in use by the City of O'Fallon.

I led a re-branding project of the O'Fallon Police Department. Uniforms, patches and vehicles were redesigned using input from officers.

HIGHLY PROFICIENT

- » HTML & CSS
- » Wordpress
- » WooCommerce
- » Joomla
- » MySQL
- » PHP

ADOBE CC EXPERT

- » Illustrator
- » InDesign
- » Photoshop
- » Lightroom

USEFUL KNOWLEDGE

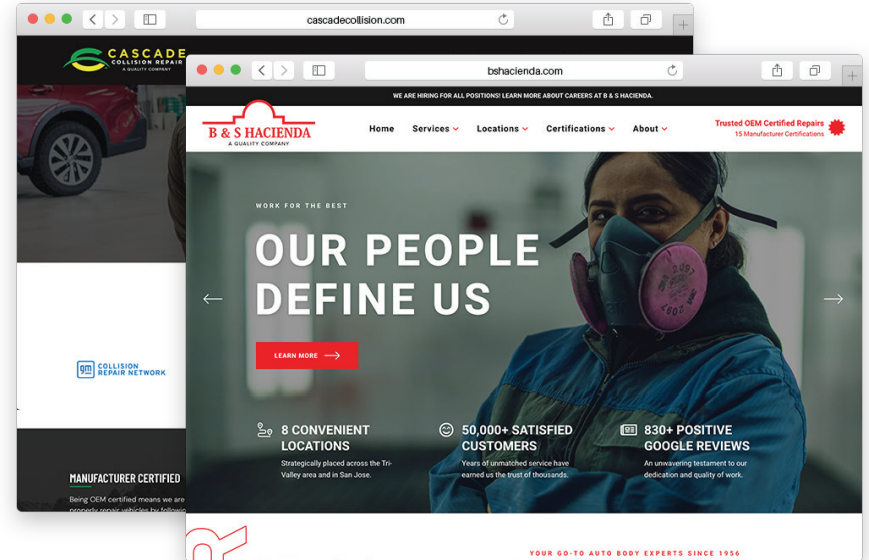
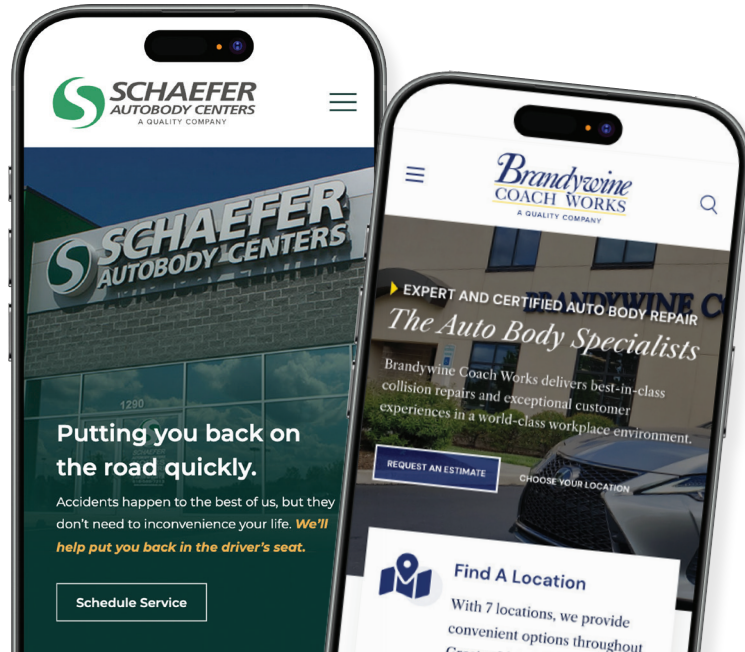
- » Google Web Designer
- » Schema markup



DEVELOPMENT

In my current role, I oversee the development and deployment of websites and related applications for acquired companies, and lead the team who keeps the sites updated. Before joining the collision repair industry, I built dozens of websites for various businesses and served as Web Administrator at the City of O'Fallon.

The websites my team and I create must be completed quickly, efficiently, search-optimized and aligned with the company's "NO COMPROMISE" ethos. My experience building responsive, open-source sites for the City of O'Fallon saved tens of thousands in costs for that organization, and I've brought the same cost conscious mindset to my current role.



I routinely train co-workers to keep content updated, though complex tasks often remain my responsibility. We prioritize user experience, ensuring actions can be completed in as few clicks as possible while maintaining Level AA accessibility.

HIGH-PERFORMING WEBSITES

- » www.schaeferautobody.com
- » cascadecollision.com
- » brandywinecoachworks.com
- » bshacienda.com

hello@bryanwiz.com • 636-577-0863 • www.bryanwiz.com

LEADERSHIP

I've led the creation of dozens of brands, hundreds of PPC campaigns and ensured the businesses whose success I'm responsible for can be found quickly and easily across the Internet; however, without well-trained and devoted teammates to execute these functions, even the best managers may struggle to succeed.

As the Director of Marketing at **Quality Collision Group**, a \$400M collision repair company, I have built a highly-functional team who excels at serving the company's 20 collision repair brands. Ensuring the Operations teams have support that is turn-key is central for each brand to succeed.

Case studies of marketing verticals where we've succeeded are extensive, but here are a few of my favorites:

GROWTH MARKETING STRATEGY

Every stakeholder wants to see their business expand, and while there are no guarantees, effective planning and strategy can capitalize on any opportunities.

Before joining Quality Collision Group, I managed digital marketing for **Schaefer Autobody Centers**, a regional collision repairer that was attracting multiple buyers. The owner, Scott Schaefer, often remarked on the professionalism I brought to his company. **Great marketing isn't complicated, but it requires a well-executed approach from a team that understands its role.**

Exceptional organizational skills and an in-depth knowledge of the marketing funnel help me deliver exceptional results, quickly, for the brands I serve.

SEO, LOCAL LISTINGS & ANALYTICS

At its core, marketing's function is to present opportunities to stakeholders. While I greatly value branding and design, online visibility is equally important.

I've studied SEO for more than a decade, keeping up with Google's frequent platform updates. The brands I manage feature **well-written, purposeful content across their online presence**—including websites, social media, and local listings—often supported by Schema markup.

Utilizing Apple Business Connect, Google Business and MozLocal, I ensure every location is positioned for success. Quarterly, I present to QCG's operations teams, highlighting the challenges we've faced and the successes we've achieved.

ONLINE ADVERTISING

Intent-based advertising remains at the core of any strategy in the service-based industry. Presently, I oversee 8 Google Ads accounts, estimated to spend nearly \$1M this year, and have set up similar campaigns on Microsoft Advertising.

Being able to measure customer and employment metrics is key to staying ahead of competition. Utilizing conversion actions set up in Google Tag Manager, **each brand I manage understands the costs hitting their P&L sheets every month.**

The 10 **Cascade Collision Repair** locations in Utah have taken full advantage of this strategy. Not only do we see a remarkably low CPA for the industry, but the campaigns support the social media and in-store strategies we've deployed.

REFERENCES

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Extensive Clientele

Not long ago, I worked with clients through my BryanWiz.com, LLC, consulting brand. Word-of-mouth was my only advertising.

5200 Restaurant at The Heritage House
ABR Contractors
Acclaimed Professionals
Attune Massage + Wellness
Bats, Brew & BBQ
Back Pain Center
Café Atlantico
Conway Elementary
Costa d'Este Beach Resort
Cornerstone Masonry, Inc.
Dr. Devin Bell, M.D.
EDC of St. Charles County
Evolve Auto Boutique
Fritz Creations
Gateway to the West Salsa
GH Stone Fabrications
Grand Café at Tremont Plaza Hotel
Hi-Jinx Photobooths
Hunter Electric
Hunter Tree Farms & Grow Media
Inspired Floor & Bath Solutions
Irish Eyes Photography
Janji
Lauren Diepenbrock, PhD
The Law Firm of Michael T. George
LPGA International
Malcom's Gastro Pub at the LPGA Intl.
Missouri Association of Court
Administrators
Missouri Law Enforcement Funeral
Assistance Team
MO' Cowbell Marathon
One Bal Harbour
R. Allman Brick, Block and Stone
Ring Around the Rosé
Rising Tide Photography
SimpleSpace Junk Removal
Starting Point Home Solutions
Stratton Meeting & Event Services
The Groove Cafe
The Heritage House Resort
The Resort at Paws Up
The Tank & Trough Bar & Grill
Tug's Bar & Grille
Two Rivers Tactical
Wieczorek Farm Supply
Woodland Lakes
World Wide Technology
YoGo Girls

RÉSUMÉ

Director of Marketing

Quality Collision Group (QCG) • January 2024 – Present

- » Manage all marketing for 20 collision repair brands (85 locations) owned by QCG: advertising, websites, print design, SEO, local listings, photography, press and social media.
- » Supervise five full-time, remote team members and multiple contractors serving the Marketing Department.
- » Oversee 8 Google Ads accounts (75 campaigns) with ~\$1M annual spend; detailed reporting of metrics
- » Travel to markets in 10 states as representative of QCG's employee outreach efforts.
- » Develop and execute presentations for leadership team
- » Direct dozens of projects in software Monday.com, ensuring every teammate has the tools, training and experience necessary to complete their assignments.

Multimedia & Design Manager

Schaefer Autobody Centers • July 2022 – December 2023

- » Supervised three full-time, remote team members in the Marketing Department.
- » Served in a leadership role for all marketing decisions and expenditures with a budget 1% of revenue.
- » Developed and managed two external websites and an intranet site.
- » Oversaw social media accounts, Google Ads account, design of graphics for signage, events and promotions.

Web & Design Administrator

City of O'Fallon, Missouri • January 2010 – June 2022

- » Developed, designed and served as Webmaster for four responsive, open-source CMS-driven websites
- » Led innovative designs of logos, brochures, annual reports, apparel and indoor/outdoor signs
- » Reduced expenditures year-over-year, increasing profitability without sacrificing quality
- » Coordinated 25+ Google Ads campaigns, annually
- » Promoted the City, Renaud Center and O'Fallon Police Department on social media, electronic LED displays and digital billboards
- » Managed impactful projects: Heritage & Freedom Fest, Select O'Fallon, Keep It in the "O", O'Fallon Update

Graphics Coordinator

City of O'Fallon, Missouri • February 2004 – December 2009

- » Designed and edited quarterly newsletter and recreation guide. (47,000 circulation)
- » Illustrated numerous logos, many of which are still in use.
- » Created original graphics and layouts for brochures, posters, programs, etc.

Public Relations and Marketing Internships

- » City of O'Fallon; SSM St. Joseph Health Center; Make-A-Wish Foundation®

BRYAN WIECZ OREK



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