

BRYAN WIECZOREK (“whi-ZOR-ik”)

106 Willott Square Dr. • St. Peters, MO 63376 • hello@bryanwiz.com • 636-577-0863 • www.bryanwiz.com

WORK EXPERIENCE

Web and Design Administrator

City of O’Fallon, Missouri • January 2010 – Present

- > Develop, design and Webmaster of four responsive, open-source CMS-driven websites
- > Lead innovative designs of logos, brochures, annual reports, apparel and indoor/outdoor signs
- > Reduce expenditures year-over-year, increasing profitability without sacrificing quality
- > Coordinate 25+ Google Ads campaigns annually
- > Promote the City on social media accounts, electronic LED displays and digital billboards
- > Manage impactful projects: Select O’Fallon, Keep It in the “O”, *O’Fallon Update*, Prop 1 and Prop PARKS
- > Diagnose, solve and maintain at least Level AA ADA-accessibility on websites and PDFs
- > Maintain high SEO rankings for all key entities
- > Serve as media contact when Communications Director is not present
- > Write engaging copy for printed materials, social media accounts and websites
- > Edit weekly e-Newsletters, press releases, quarterly residential newsletters and recreation guides
- > Operate as primary liaison for web hosting, printing vendors and advertising representatives

Freelancer and Consultant

BryanWiz.com, LLC • December 2010 – Present

- > Produce brand identity packages, responsive websites, marketing items, training courses, Google Ads campaigns and social media strategies
- > Help businesses, large and small, develop an effective presence on-budget

Graphics Coordinator

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

- > Designed and edited monthly, then quarterly residential newsletter
- > Developed three HTML-based websites
- > Created logos, brochures, annual reports, ads, billboards, posters, banners, invitations and signage

Public Relations and Marketing Internships

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

HONORS

- > 2015 CTM Media Group Regional “Best Brochure Award – Visit O’Fallon, Missouri”
- > 2013 graduate of City of O’Fallon Leadership Training Program and O’Fallon 101
- > 2012 IABC Excellence Award (1st place) for Community Relations
- > 2008 Graduate of VISION St. Charles County Leadership program
- > 2008, 2007, 2005, 2004 MPRA Outstanding Parks & Recreation Activity Guide (1st place)

ED

M.A., Management & Leadership, 2010, Webster University

B.A., Corporate Communications, 2003, Lindenwood University (Magna Cum Laude)

HIGHLY PROFICIENT

- > HTML & CSS
- > Joomla 4.x
- > MySQL
- > PHP
- > WooCommerce
- > Wordpress 5.x

ADOBE CC EXPERT

- > Animate
- > Illustrator
- > InDesign
- > Photoshop
- > XD

USEFUL KNOWLEDGE

- > Blender
- > Figma
- > Sketch

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REFERENCES

Tom Drabelle

City of O’Fallon, Deputy City Administrator
O’Fallon, MO
tdrabelle@ofallon.mo.us
Mobile: 636-352-9804; Office: 636-379-5508

Mary Wilson, ABC

Cuivre River Electric Cooperative, Vice President,
Strategic Communications
Troy, MO
mguelkerwilson@gmail.com
314-503-0372

Nathan Diepenbrock

World Wide Technology, Engagement Manager
Parker, CO
n.diepenbrock@gmail.com
816-456-0508

Libbey (Malberg) Tucker, CEcD

City of Rowlett, Acting Economic Development Director
Rowlett, TX
libbey.tucker@gmail.com
214-601-1129

William Kircher

Simple Space Junk Removal, Owner
St. Peters, MO
wkircher@simplespace.us
314-623-9100

Kristen Henry

Schaefer Autobody, Sales & Marketing Lead
St. Louis, MO
kristen@schaeferautobody.com
314-640-3003

Scott Drachnik

EDC (Economic Development Center) of St. Charles
County, President & CEO
St. Peters, MO
sdrachnik@edccsc.com
636-229-5281

Kerin Miller

Spectrum, Business Development Specialist
St. Louis, MO
kerin.miller@charter.com
314-882-2335

John Neske

City of O’Fallon, Chief of Police
O’Fallon, MO
jneske@ofallon.mo.us
636-240-3200

Michael Padella

City of Weldon Spring, City Administrator
Weldon Spring, MO
mpadella@weldonspring.org
314-518-2404

Craig Feldt

City of O’Fallon, Recreation Director
O’Fallon, MO
cfeldt@ofallon.mo.us
636-474-8101



**DOWNLOAD
MY PORTFOLIO**