

Jonathan Havlik

Branding, Marketing and Design

Vision-focused strategic brand builder, successful analytical marketer and well-versed creative designer with multi-disciplinary experience and proven accomplishments in building brand identity, expanding market share and driving company growth in both B2B and B2C through collaboration, organization and innovation.

WORK EXPERIENCE

Brand Manager

2016 – Present

The Saint Louis Brewery, St. Louis, MO

- Developed, managed and executed annual marketing and sales brand plan focusing on product lines, budgets, sales tools, wholesaler and retailer programs, sponsorships, advertising, events and promotions.
- Supported annual strategic planning process, leading tactical planning, monitoring trends and reporting on marketplace changes.
- Implemented and managed DAM software supporting marketing, sales, wholesalers, retailers and brewpub locations for consistent brand messaging and integrity.
- Built brand guidelines for corporate and brand identities. Created and maintained over 700 digital assets, templates and sales collateral for B2B and B2C sales and marketing initiatives.
- Worked closely with sales and brewpub operations departments to increase consumer engagement, brand awareness and brand loyalty by 15% year over year through marketing trends, key opportunities for innovation and optimization.
- Researched, executed and managed consumer loyalty app leading to a 35% increase in brewpub traffic.
- Launched, designed, merchandised and managed in-house and online retail merchandise program increasing revenue by \$1M.
- Collaborated and coordinated with cross-functional teams, including external marketing and PR agencies; domestic and overseas merchandise and promotional vendors; and internal teams (social media, events, and graphics) to drive cohesive successful campaigns.
- Designed, managed and organized all print, digital, social, consumer and wholesaler newsletter and promotional campaigns.

Product Development Designer

2013 – 2016

Becker Brands International, St. Louis, MO

- Directed launch and design of national licensed leather goods brand, medical accessory brand and cause-related apparel brand to increase company diversification increasing revenue by \$2M.
- Developed and executed rebranding strategies of core winter accessory brand through product restructuring, retail merchandising, marketing collateral and CMS for both B2B and B2C increasing brand recognition and retailer loyalty by 10%.
- Constructed product development tech packs for all in-house brands.
- Managed overseas production ensuring consistency and integrity of both in-house and private-label brands and product standards.

CONTACT - PG. 1

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ONLINE PORTFOLIO

- www.jonathanhavlik.com

SKILLS

Software:

- Adobe Creative Suite
- MS Office Suite
- Brandfolder (DAM)
- MailChimp, MailerLite (CRM)
- WordPress, BigCommerce (CMS)
- HTML/CSS

Proficiency:

- Brand & Product Development
- Brand & Program Management
- Integrated Marketing
- Product & Promotional Marketing
- Consumer Products & Insights
- Merchandising & Retail
- Marketing & Ad Management

Tools:

- Graphic & Digital Design
- Art Direction & Collaboration
- Marketing Design
- Typography & Layout
- B2B & B2C Websites & Apps
- Styling & Photography
- Promotions & Events

EDUCATION

Ball State University

Bachelor of Arts

Muncie, IN – Dec 2002

- Dual Major: Journalism Advertising and Telecom Sales & Management
- Dual Minor: Marketing & French

OTHER

- Alpha Phi Omega,
National Service Fraternity

Senior Brand Designer

2009 – 2013

A&E Group, St. Louis, MO

- Facilitated design and development of national apparel brand featuring MLB, NHL & NBA licensed photography including brand identity, packaging, marketing collateral, B2C ecommerce site, print and digital advertising increasing revenue by \$1.5M.
- Led innovative comprehensive rebranding campaign across all in-house brands increasing consumer engagement, brand loyalty and sales revenue by 12%.
- Collaborated with sales, marketing and operations departments on B2B marketing collateral, advertising and promotion.

Graphic Designer

2006 – 2009

Creative Packaging Resources, St. Louis, MO

- Created in-house design agency increasing profits by 20%.
- Led concept, design and execution of all visual materials and graphics for local and national CPG packaging and display projects.
- Supported a multi-functional team with material and manufacturing understanding for the creation of designs that met consumer and business needs.

Owner

2005 – 2006

TOMA, Edwardsville, IL

- Established high-end promotional marketing and executive incentive giftware company servicing Fortune 500 companies.
- Developed revenue projections, budget, timeline, fulfillment and distribution of all project deliverables.

Promotions Designer

2002 – 2005

E. Smith & Associates, Granite City, IL

- Led conception of promotional and marketing campaigns for national CPG retailers and advertising agencies.
- Increased consumer awareness and engagement for clients through branding campaigns, product launches, promotions and incentive programs.

CONTACT - PG. 2

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