

## KRIS RZEPKOWSKI

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### EXPERIENCED INTERACTIVE MARKETING AND DESIGN DIRECTOR

Senior interactive marketing director possessing a unique blend of creativity, leadership, business acumen, technical skills, and strategic vision. Responsible for 20+ full life-cycle B2B and B2C online marketing programs for large corporations that have delivered positive ROI and industry accolades. Extensive domain knowledge within the recruitment industry.

### EXPERTISE

- New Media Strategy (blogs, online video, social networks)
- E-mail Marketing
- Interactive Agency/Vendor Management
- SEO, Web Analytics
- Web Project Management
- Marketing Operations, Budgeting
- User Research, Requirements Analysis
- Site Maps, Wireframes, Experience Design
- Content Analysis, Functional Specifications, Interactive Prototypes

### PROFESSIONAL EXPERIENCE

#### Hudson Highland Group, Chicago, IL Director, Interactive Marketing

Feb 2004 – Present

Drive online relationships with employees, candidates, and clients to build the Hudson brand.

- Optimize \$2M annual interactive budget through meticulous vendor relationship management with job boards including Monster, CareerBuilder, Dice, LinkedIn, and various interactive agencies.
- Boost the ROI of all candidate and client acquisition programs with thorough internal communications to a field staff of over 500 employees, including metrics analysis, and reporting to senior management.
- Plan, budget, and manage external web strategy for hudson.com, jobs.hudson.com, hudson-index.com. Includes navigation, content structure, SEO strategy, project management, and resource allocation.
- Plan and execute e-mail marketing programs to segments of CRM databases.
- Plan, manage, and implement a global intranet/extranet strategy on Microsoft Sharepoint.
- Mentor and directly manage a team of 5 internet marketing professionals located globally.
- Define and execute New Media pilots including blogs, social networks and online video.

#### TMP/Monster Worldwide Chicago, IL Interaction Designer/Information Architect

Nov 2000 – Feb 2004

- Requirements analysis and project scoping for 5+ projects ensuring accurate budget estimates and on-time delivery.
- Project managed and designed 4 web-based ASP model products that accomplished productivity tasks like distributing a job posting to multiple websites, scheduling and maintaining recruiting events, building PowerPoint presentations online, and an off the shelf career portal.
- Led the development of the information architecture and interaction design processes for the entire agency. Defined best-practice interactions with Creative, Technology, and Project Management functions.
- Created information architecture and interaction design for global career websites, college enrollment marketing sites, and CD-ROMs for clients including: Enterprise Rent-a-Car, Deloitte & Touche, Home Depot, Lexmark, SBC, Schlumberger, Advocate Health Care, Chicago Public Schools, Loyola University, Monster Worldwide

#### Who2Trust.com, Oak Brook, IL

A professional networking website that helped people find and recommend businesses they trust.

#### Senior User Interface Designer

Apr 2000 – Nov 2000

- Analyzed requirements, designed site workflow, created visual design, ensured development compliance, and provided ongoing product enhancements.
- Managed small team who assisted with interface design deliverables.

**Xerox Corporation, Rochester, NY**

**User Interface Designer**

**Jun 1997 – Apr 2000**

- Developed web user-interface appearance and navigation strategy that was applied coherently across the Xerox product line.
- Designed scanner TWAIN driver that produced 9 patent applications currently on file with the US. Patent office.
- Visual design lead on DigiPath Production Software, Xerox's flagship publishing application that drives the DocuTech line of printers.
- Recommended and implemented department-wide knowledge database and icon/graphic database that increased user-interface coherence across the company.

**ADDITIONAL EXPERIENCE**

Graphic and multimedia design internships with Milton Glaser Inc., New York, NY, Harris RF Communications, Rochester, NY and Xerox Corporation, Rochester, NY

**SOFTWARE SKILLS**

Google Analytics, Lyris ListManager, WordPress, Sharepoint, Visio, Fireworks, HTML, CSS, Microsoft Office.

**EDUCATION**

State University of New York at Buffalo, Buffalo, New York  
Communication Design (BFA) With Honors, May 1997

**HONORS AND AWARDS**

**Professional**

- 2006 PR Week Award for Best Use of Research or Measurement: Hudson Index Website
- 2006 Platinum PR Award Research & Measurement: Hudson Index Website
- 2006 Gold Sabre Award - Professional Services Category: Hudson Index Website
- 2004 EMA Best In Category award: Enterprise Rent-a-Car Careers site

**College**

- The Blum-Shoelkopf Award for excellence in typography and design
- Polish Arts Club of Buffalo Scholarship
- Grace W. Capen Memorial Award for academic achievement
- Academic All-American
- Phi Eta Sigma Academic honor society
- Golden Key National Honor Society
- B.S.A. Eagle Scout