

barbara kwasnicki
brand catalyst



objective

**SEEKING A ROLE TO ASSIST COMPANIES (DIRECTORS AND INTERNAL TEAMS)
IN GROWING AND MANAGING BRANDING AND CREATIVE INITIATIVES.**

specialities

Accomplished design and communications expertise.

**CROSS-FUNCTIONAL SKILLS AND EXPERTISE IN CREATIVE DIRECTION, STRATEGY,
FORECASTING, DESIGNING, COPYWRITING AND NETWORKING, WHICH WORK TOGETHER
TO DIRECT YOUR BRAND STORY SO IT REMAINS CLEAR, CREATIVE AND CONSISTENT
THROUGHOUT ALL INTERNAL AND EXTERNAL CHANNELS.**

Dynamic and visionary leadership experience with optimizing branding
messages and strategies, improving engagement and driving business results.

An intuitive and innate sensibility for luxury and lifestyle brands.

qualifications

Over 20 years high level, results oriented, international corporate branding, executive training
and consumer engagement experience with a proven history of capturing market opportunities.

Pragmatic, articulate, persuasive, consensus builder with excellent negotiation
and interpersonal communication skills; able to establish and develop professional
relationships with business executives, personnel, and clients.

Strong troubleshooting abilities; identify branding issues and develop effective solutions.

Recognized creative strategist with proven experience in:

- « Guiding the design and aesthetic evolution of branding platforms.
 - « Selling and implementing on-brand strategies.
- « Monitoring of industry and business developments and forecasting.
- « Employee engagement and internal corporate communications programs.
 - « Team building, management and mentorship.

current employment

2006 to Present | Creative Strategist, Brand Catalyst
Brand Girl | New York, NY + Los Angeles, CA

Responsible for working with clients as an independent consultant to effectively harness niche
marketing with integrated creative for their specific brands. Manages external and in-house teams
to augment and amplify efforts to reach audience through content and experiences. Identifies and
creates appropriate platforms to ensure that client brands resonate with proper demographics.

« Created brand-girl.com as an online destination to showcase astute commentary on social and branding trends
for marketing, branding and entertainment professionals featuring: *Live Wire* e-newsletters, *Green Light List* –
a premium source for branded entertainment and sponsorship opportunities as well as *Brand Girl: Lessons on
Leadership, Love and the Media Universe* – a modern primer on branding.

« Designed, marketed and cultivated sales for upscale event, work and living space rentals based in
New York City. One live/work property in Tribeca was published in James Trulove's book, *The Smart Loft*.

« Consulted with celebrity veterinarian on brand positioning to include creative identity, interior/exterior
design of affiliated hospital, licensing of branded vitamin line and solicitation of cable show.

« Created a consumer strategy for Transamerica's broker-dealers to educate their
"participants" (end-user) about TA's products and philanthropic efforts.

contact

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mission statement

THROUGH THOUGHTFUL GUIDANCE AND COACHING OF YOUR TEAM, I HELP YOU BRING THE BRAND PLATFORM ALIVE WITHIN ALL ASPECTS OF YOUR ORGANIZATION AND BUSINESS, WITH NO MESSAGING LAPSES OR GAPS IN INTERPRETATION, SO THAT YOUR BRAND AND MESSAGE EFFECTIVELY ACHIEVE THEIR LARGER GOALS.

past employment

1994 to 2005 | Principal, Creative Director
Kwas Inc | New York, New York

Established, launched and directed a creative, holistic, full-service brand development house dedicated to identifying and building brands with pinpoint strategy. Enabled clients to build the programs necessary to stay on message and reach their target markets.

Developed a creative work/living space and strong reputation for helping internal teams at ad agencies to cultivate and refine brand positioning for existing and new client pitches.

« Hired by Bates USA (Doremus, The Lord Group, JWT) as an on-site consultant to improve their ad concepts and effectiveness.

« Asked to help launch Fast Company Magazine to chronicle work and life in the new economy. Designed initial sales program and media kits to pre-sell ad space before any creative prototype or branding program existed. In conjunction with the publisher, founding editors and marketing team, defined the publication's unique focus for the marketplace, with many design elements remaining permanent fixtures of today's magazine.

« Identified and developed key components of United Technologies corporate branding platform: "This is Momentum"

« Recruited by Avanti Greetings to redesign, reposition and give new life to its "4U" line, growing the line to include numerous brand extensions.

« Created brand identity for the Jack's 99-cent store retailer, considered "The Bloomingdale's of Dollar Stores." The campaign generated mass appeal and broke stereotypes associated with discount stores (pre-Tar-zhay era).

« Other clients included: *U.S News & World Report*, Deutsche Bank, The History Channel, A&E Television Network, British Airways, Foot Locker, Sydney Olympic Games, Miller Beer, Phase2Media, Official Payments, Kobrand Wine & Spirits, Champagne Tattinger, Louis Jadot, etc.

1987 to 1994 | Senior Designer, Art Director
Borejko Leibler Advertising, B-Designed Ltd | New York, New York

Originally hired as an associate and rose up through positions of increasing responsibility to Senior Designer/Art Director working hand in hand with the owners in running the daily operations of the shop. Created, produced and managed television commercials, direct mail pieces and many other deliverables for the agency.

« Headed the team awarded an Addy for "Tryons," a new point-of-purchase display of jewelry for Trifari.

« Other Awards received during tenure: Bronze Telly for Diet Workshop Television Campaign; 1990 Quasar for Dollar Dry Dock Campaign.

« Other clients included: La Prarie Cosmetics, Chase Manhattan Bank, Elizabeth Arden, Popular Club Plan, etc.

education

1986 | Fashion Institute of Technology | New York, New York
Bachelor Of Fine Arts | Advertising Design | Dean's List

associations

AIGA | Women & Co
Women's Leadership Exchange

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