

barbara kwasnicki



(a.k.a. kwas)

With over 20 years of knowledge and experience in leveraging branding messages and strategies to their optimum levels, Barbara Kwasnicki—better known to clients and friends as Kwas and to the digital world through her animated online voice, Brand Girl—is an accomplished design and communications expert. Her unique, cross-pollinated skills as creative director, strategist, forecaster, designer, copywriter, and networker come together to form a one-person branding army for her clients. The result is a unique, collaborative talent, one with the expertise to envision solutions that attract both attention and audiences. Kwas intuitively conjures up messaging that's clear, creative and consistent, which improves your brand and furthers her mission:

- Helping companies and/or individuals cultivate and communicate their greatness.

#### Summary of Present

##### Jan 2006–Present | Creative Strategist, Brand Catalyst / Brand Girl™

Kwas operates as an independent, worldwide consultant, working with clients seeking ways to effectively harness niche marketing with integrated creative for their brands. She and her partners bring years of branding expertise to a range of services for external and in-house teams that augment and amplify efforts to reach audiences via content and experiences, including:

- Fully integrated marketing solutions
- Brand strategies
- Strategic partnerships for revenue-sharing opportunities
- The uses of social media and branded entertainment
- Design- and entertainment-related solutions.

Acting as the catalyst that identifies and creates appropriate platforms, Kwas insures that clients' brands resonate within the proper arenas.

Kwas' current thinking and astute commentary on social and branding trends come alive through her online project, Brand Girl ([www.brand-girl.com](http://www.brand-girl.com)), an edifying and engaging online destination for marketing, branding, and entertainment professionals. A growing and evolving virtual community and premium information source for the branding and advertising industries, Brand Girl features Kwas' *Live Wire* e-newsletters; Brand Girl's *Green Light List*, a premium source for branded entertainment and sponsorship opportunities; and *Brand Girl: Lessons on Leadership, Love and the Media Universe*, a modern primer on branding. For more about past projects and experience, see the description of Kwas Inc, as well as at [www.brand-girl.com/kwasinc](http://www.brand-girl.com/kwasinc).

Visit [www.brand-girl.com](http://www.brand-girl.com) to learn more about what Kwas loves in branding today. To read more about Kwas' branding and advertising philosophy, the Kwas loft space, and portfolio of past Kwas Inc clients and projects, visit [www.brand-girl.com/kwasinc](http://www.brand-girl.com/kwasinc).

#### Summary of Past

##### **Sept 1994 - 2005 | Principal, Creative Director / Kwas Inc**

After a decade working as a designer and art director in all aspects of traditional advertising, Kwas launched Kwas Inc, a creative strategy and brand development house dedicated to identifying and building brands with pinpoint strategy. Kwas created the agency to enable clients to build the muscles needed to stay on message and to reach, serve, and keep their target markets. Moving away from traditional ad models, Kwas Inc operated as a holistic full-service agency located in Kwas' Manhattan loft, a space that also served as a motivational think-tank for client meetings, events, and product launches. The space itself was recognized for its exploration of creative new ideas about living/working and public/private space and was featured in James Trulove's book, *The Smart Loft*. Kwas' innovative approach gained field-wide notice, and she built a strong reputation for helping the internal teams at traditional ad agencies to cultivate and refine brand positionings for both existing clients and new business pitches.

##### **Aug 1987 - 1994 | Senior Designer, Art Director / Borejko Leibler Advertising, B-Designed Ltd**

With an innate mastery of graphic design nestled under her belt, Kwas came to this small firm as a budding starlet and walked away a seasoned ad woman well versed in all aspects of running a shop. Working hand-in-hand with the agency owners, Kwas ultimately became the lead talent on the team that created, produced and managed most deliverables—from television commercials to direct mail pieces—for a client base that included Trifari Jewelry, Chase Manhattan Bank, La Prairie Cosmetics, Elizabeth Arden, Bendheim Architectural Glass, Diet Workshop, and Dollar Dry Dock Bank. During Kwas' tenure, the agency received a number of awards: 1993 Bronze Telly, Diet Workshop Television Campaign; 1990 Quasar, Dollar Dry Dock Campaign; and 1990 Addy, Trifari Jewelry Tryons®.

#### Summary of Expertise

- Performs a vital role for clients in new business development and opportunities.
- Creates, sells, and implements on-brand strategies and creative.
- Guides the design and aesthetic evolution of a firm's branding platform.
- Monitors both industry and business developments to anticipate client needs.
- Communicates clearly and concisely, both verbally and in writing.
- Plans and manages schedules for multiple and integrated tasks.
- Fosters teamwork among diverse personalities and disciplines.
- Executes initiatives in accordance with established principles and budget criteria.

#### Summary of Client Experience

Transamerica • United Technologies • Deutsche Bank • *Fast Company* Magazine • A&E • The History Channel • British Airways • Avanti Press • Foot Locker • Bendheim Architectural Glass • Domaine Carneros • Sydney Olympic Games • Kobrand Wine & Spirits • Jack's 99¢ Store • Hearts of Gold • Mikimoto Pearls • Motivating the Teen Spirit • Watcher Technologies • *US News & World Report* • La Prairie Cosmetics • British Airways World Cargo • FinTrack • The Lord Group • Tucson International Mariachi Conference • Louis Jadot • Planet Pixx • Trifari Jewelry • Roberts Domond • Dollar Dry Dock Bank • Miller Beer • Official Payments • Doremus • Market Axess • Elizabeth Arden

#### Summary of Education

1986 | FIT, NYC / B.F.A.,

Advertising Design, Dean's List

#### Summary of Associations

AIGA • Step Up Women's Network

## highlights of past clients and projects



*Jack's 99¢ Stores, NYC*

### **United Technologies**

United Technologies (UTX) sought to redefine its brand to convey the company's activity and growth in a stagnant economy. Kwas, working in conjunction with Doremus Advertising, helped identify the elements UT company leadership wanted to convey—force and momentum—qualities that became key components of UT's new corporate branding platform: "This is momentum."

### **Kwas Space**

In collaboration with Via Architects, Kwas applied her skills and passion about design to what works in an environment. With a Manhattan focus, Kwas Space served as a motivational think-tank for client meetings providing the perfect canvas for companies to try on new concepts. The location also featured a corporate apartment that explored a series of creative new ideas about living/working – public/private space. The revenue-generating project focused on space rentals and was profitably sold in 2005.

### **Avanti Greetings**

Asked by this greeting card company to give new life to its "4U" line, Kwas redesigned the cards and repositioned the line. With Kwas' continued involvement, the 4U brand has grown to include numerous brand extensions.

### **Hearts of Gold**

Hearts of Gold is an empowerment program that focuses on enhancing the lives of New York City's homeless mothers and their children. Kwas took on this group as a pro-bono client because she respects and admires its cause—"the brand called you"—and she continues to help Hearts of Gold spread the word of their good works to this very day. (For information on how to help this cause while boosting your own brand, see [www.brand-girl.com](http://www.brand-girl.com) for information on BG's *Chic Prix-Fixe*.)

### **Jack's 99¢ Store**

Kwas created a brand identity for the Jack's 99¢ Store retailer, which *Time Out New York* calls "The Bloomingdale's of Dollar Stores." From shopping bags—you can still spot Kwas' "worth every penny" shopping bags all over the city—to a four-story billboard, the campaign simultaneously generates mass appeal and breaks stereotypes associated with discount stores.

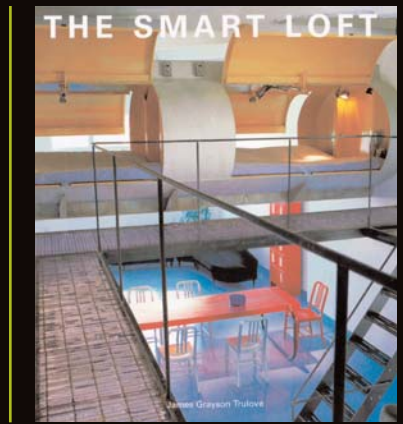
### **Fast Company Magazine**

Kwas was asked to help launch the first magazine to chronicle work and life in the new economy. From designing the initial sales program to developing the advertising media kits—and working with founding editors Alan Webber and Bill Taylor, and publisher Thomas Evans and his marketing team—Kwas helped define for the marketplace this still-thriving magazine's unique focus.

### **Trifari Jewelry**

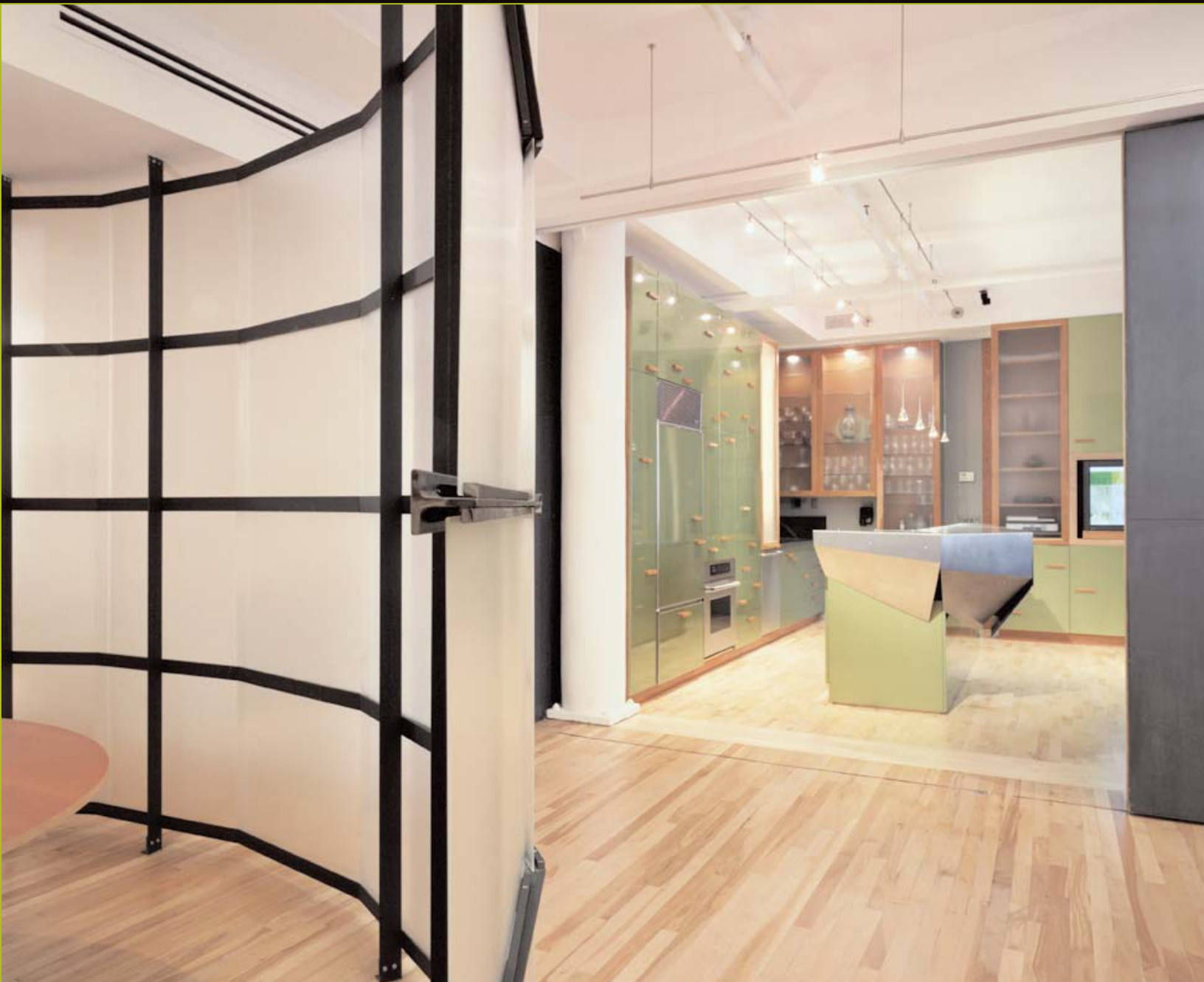
Kwas was the lead of the team that was awarded an Addy for "Tryons®," a new point-of-purchase device of life-size cardboard jewelry that can be punched out of the page and, yes, tried on.

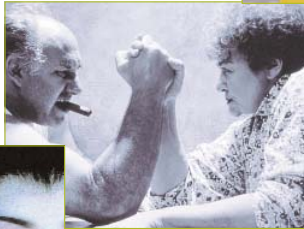
*From defining the concepts of a brand's initial personality to ensuring that it plays well throughout every facet of your business, Kwas paves the way for trends to come. [kwas@brand-girl.com](mailto:kwas@brand-girl.com)*



Kwas Space  
Featured in *The Smart Loft*  
Author: James Grayson Trulove  
Publisher: Harper Collins, 2003

*Kwas Space*





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