

# MICHAEL KLIMEK

570.550.5799 | [MKLIMEKDESIGN@GMAIL.COM](mailto:MKLIMEKDESIGN@GMAIL.COM) | [MICHAELKLIMEKDESIGN.COM](http://MICHAELKLIMEKDESIGN.COM) | [IN/MICHAEL1KLIMEK](https://www.linkedin.com/in/michael1klimek)

---

## PROFESSIONAL SUMMARY

An award-winning visionary and leader with many complementary skills and abilities. My greatest expertise revolves in the realms of team building, advertising, engaging content, social media, and brand strategy. Fifteen years' experience in design, brand integrity and team development.

## SUMMARY OF QUALIFICATIONS

Proven ability to oversee both internal and external business partners in the ongoing development & production of all advertising, public relations, direct mail, promotional collateral, and social and digital media campaigns. Monitor all advertising campaign effectiveness and trends, manage on-line brand activity. Proficient in identification and penetration of new marketing channels.

## WORK HISTORY

SEPTEMBER 2021 - JANUARY 2024

**Director of Advertising and Retail Marketing** | Rivers Casino Philadelphia | Philadelphia, PA

- Directs the efforts of the advertising agency to create and maintain brand standards and to develop creative campaigns to attract new business.
- Directs the efforts of the media agency to ensure appropriate messaging is effectively delivered.
- Creates programs and campaigns to increase gaming revenue, and non-gaming revenue derived from the sales of the event center, entertainment and food and beverage products.
- Oversees the efforts of the Digital Marketing, Entertainment, Community Relations and Public Relations to ensure positive brand perception.
- Takes all steps necessary to ensure the advertising is placed strategically and cost effective
- Responsible for all advertising budgets, forecasts and spend.
- Reviews all collaterals, items, and digital messages containing a casino logo to ensure cohesive brand visibility.
- Oversees all outside partners including PR firm, advertising and media agencies and ensure all coordinate and work closely on all projects to ensure business goals are met.
- Work with all outside partners including local sports teams and business partners to ensure brand is consistent and relevant as well as ensuring all partnership relationships stay intact.
- Work with agencies to translate materials in language directed at various ethnic markets.
- Provide quantifiable reports demonstrating advertising expenditures ability to drive revenue.
- Ensure accuracy of all marketing, direct mail and promotional campaign collateral.
- Responsible for all property signage and electronic signage.
- Ability to actively manage and prioritize multiple projects simultaneously.

JUNE 2019 - SEPTEMBER 2021

**Creative Services Manager** | Travelopia | Tampa, FL

- Manage US and UK in-house studios, including a team of designers, copywriters and email specialists.
- Ensure the smooth running of workflow in both offices and external agencies.
- Champion for teaching global markets how to adhere to a corporate-wide framework that balances materials effectiveness against analytics.
- Schedule, track and document all projects effectively, to ensure work delivered on time and in budget from digital banner ads, blog posts, social media, and content, brochures, print and digital ads, and all trade show/boat shows.
- First point of contact with our global offices and agencies for creative, copy and production briefs, creating production plans and budgets.
- Plan, Direct and Produce annual international photo shoots.

# MICHAEL KLIMEK

570.550.5799 | [MKLIMEKDESIGN@GMAIL.COM](mailto:MKLIMEKDESIGN@GMAIL.COM) | [MICHAELKLIMEKDESIGN.COM](http://MICHAELKLIMEKDESIGN.COM) | [IN/MICHAEL1KLIMEK](https://www.linkedin.com/in/michael1klimek)

---

## WORK HISTORY CONT.

AUGUST 2018 - MAY 2019

**Sr. Graphic Designer** | Travelopia | Tampa, FL

FEBRUARY 2016 - AUGUST 2018

**Graphic Designer** | Travelopia | Tampa, FL

AUGUST 2013 - JANUARY 2016

**Multimedia Designer** | Mohegan Sun Pocono | Wilkes-Barre, PA

## SKILLS

- Brand Development
- Multi-platform Execution
- Campaign Strategy
- Typography
- Photo shoot Execution
- Strategic Planning
- Strategic Marketing
- Flexible Team Player
- PR Navigation
- Advertising Design
- Advanced Communication
- Agency Coordination

## EDUCATION

**Bachelor of the Arts: Multimedia and Communication** | Wilkes University | Wilkes-Barre, PA

## LICENSES AND CERTIFICATIONS

- **Email Marketing** | HubSpot Academy | 2017 - Present
- **Inbound Marketing** | HubSpot Academy | 2017 - Present
- **Social Media Strategy** | HubSpot Academy | 2017 - Present

## REFERENCES

### Eric Althaus

*Vice President & General Manager  
Rivers Casino Philadelphia*

504.655.3948 | [ealthaus@rushst.com](mailto:ealthaus@rushst.com)

### Kate Talamo

*Founder & President  
Think Traffic*

856.261.7001 | [ktalamo@think-traffic.com](mailto:ktalamo@think-traffic.com)

### Kara Fox-LaRose

*President & General Manager  
ilani Casino Resort*

570.889.0179 | [kfox@ilaniresort.com](mailto:kfox@ilaniresort.com)

### Carla Boecker

*Strategy Specialist IV  
Everi*

570.899.4662 | [carla.boecker@everi.com](mailto:carla.boecker@everi.com)

### Patty Rocco

*Vice President of Human Resources  
Rivers Casino Philadelphia*

609.289.0868 | [procco@rushst.com](mailto:procco@rushst.com)

### Jan Talamo

*Chief Creative Officer  
Think Traffic*

609.472.5755 | [jtalamo@think-traffic.com](mailto:jtalamo@think-traffic.com)

### Gary Turner

*Senior Account Executive  
Clear Channel Outdoor*

215.514.4344 | [garyturner@clearchannel.com](mailto:garyturner@clearchannel.com)

### Jeff Shurilla

*Vice President of Account Management  
Hornercom - Public Relations Agency*

215.514.4344 | [shurilla.jeffrey@gmail.com](mailto:shurilla.jeffrey@gmail.com)