

BRIAN OSTROWSKI

37 Cleveland Avenue, Nutley, NJ 07110
Phone: (973) 626-1131 | Email: bostrows@gmail.com
URL: www.brianostrowski.com

Experience

Verisk Analytics, Jersey City, NJ | March 2013 – Present

Marketing Project Manager – Verisk Underwriting

- Prioritize workflow of multiple B2B initiatives: Direct-marketing campaigns, collateral development, website updates, webinars, conferences, and internal communications.
- Consult regularly with underwriting product managers and sales executives to develop marketing strategies focused on lead generation, customer engagement and brand awareness for Verisk Underwriting's auto and property products.
- Responsible for the design and development of all customer-facing sales materials.
- Maintain relationships with various print, web, and promotional vendors: Requesting estimates, submitting files to spec, and setting deadline and delivery dates.
- Manage Verisk Underwriting's social media presence through the planning, creation, and publishing of content on Twitter, Google+, and LinkedIn.
- Assist marketing director with the development of annual marketing plans.
- Collect and analyze monthly and quarterly marketing metrics and website analytics, and provide insights and recommendations.

Comverge, Inc., East Hanover, NJ | May 2007 – February 2013

Creative Services Manager / Web Integration Manager

- Managed the scheduling and creative production of multiple demand response and energy efficiency web initiatives, including project timelines, production requirements, and data and web service integration, for a number of utility clients.
- Assisted in the development of both B2B and B2C marketing strategies for Smart Grid, Energy Efficiency, and Demand Response program enrollment growth. Contributions directly led to over one million enrollments—an industry first.
- Initiated, managed, and developed innovative design solutions for web, direct mail, and e-mail campaigns that consistently yielded response rates in excess of 8% (far higher than the industry standard of 1%).
- Created content, uploaded customer lists, and scheduled the delivery of monthly and campaign-driven email blasts to program participants using web-based dashboard.
- Managed external vendor relationships with design and web development agencies, as well as various commercial printers.
- Created and publish project/creative briefs and provide assistance with content writing and design, as needed.

FusionApps, LLC, Totowa, NJ | January 2005 – April 2007

Creative Services Project Manager (Print/Web)

- Oversaw day-to-day project management of all timelines, milestones, and billable/non-billable hours for a variety of client projects, such as web site design, landing and interstitial pages, application interfaces, online advertisements, custom content creation, email blasts, web site optimization, sell sheets, brochures and direct mail pieces.
- Managed internal designer on all marketing and design issues.

- Analyzed and reported on web site statistics, utilizing WebTrends and Urchin, to improve productivity and traffic to both internal and external client sites.
- Managed design accounts for a variety of clients including Toys”R”Us Canada, Toys”R”Us Times Square, Promontory Interfinancial Network, and Mom Corps, Inc., and also assisted them in achieving their business development objectives.
- Lead designer for internal brand initiatives such as Fusionapps.com and Fusionapps.NET web sites.

Toysrus.com, Wayne, NJ | August 2000 – January 2005

Senior Graphic Designer (Print/Web)

- Responsible for the production and delivery of all promotional placements for the Toys”R”Us corporate web site, as well Toysrus.com’s seven e-commerce sites, which combined generated \$376 million dollars in sales in 2003 and \$372 million in sales in 2004.
- Led the concept, design, and supervised the integration of Toys”R”Us, Inc.’s corporate web site and Toys”R”Us Canada web sites (Toysrus.ca, and three other worlds: Babies”R”Us Canada, Imaginarium Canada, and RZone Canada).
- Designed all dot com-related promotional material, including bag stuffers, in-store signage, and handouts.
- Coordinated the creation and development of promotional marketing placements for both Toysrus.com and Associate Partners, such as AOL, MSN, Yahoo!, as well as Hasbro and Mattel.

Prudential Financial, Newark, NJ | February 2000 – August 2000

Graphic Design, Contractor

- Assisted in the layout and production of Prudential’s in-house magazine.
- Created and optimized images for the Prudential.com web site.
- Designed newspaper ad placements.

Skills

InDesign, Photoshop, Illustrator, QuarkXpress, MS Office, Basecamp, Dreamweaver, HTML, Google Analytics, WordPress, Social Media, and Acrobat Pro. Familiar with Salesforce and Eloqua. Ability to work in both Mac and Windows operating environments. Extensive knowledge of creative process for both print and web design. Strong writing, editing, and communication skills.

Education

Rutgers, The State University, Newark, NJ | September 1997 – May 2000

Major: B.A., Graphic Design; Minor: Marketing

Montclair State University, Montclair, NJ | January 2003 – January 2005

MBA - Marketing Concentration (20 credits earned to date)

Continuing Education

PMP Exam Prep Boot Camp | June 2010

36 MDUs earned