

BRIAN OSTROWSKI

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Skills

Extensive knowledge of creative process for both print and web design. Strong writing, editing, and communication skills. Adobe CC (InDesign, Photoshop, Illustrator), MS Office, WorkFront, Basecamp, Dreamweaver, Figma, HTML, Google Analytics, WordPress, social media, and Acrobat Pro. Familiar with Salesforce and Eloqua. Ability to work in both Mac and Windows operating environments.

Experience

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

Design Manager – Verisk Insurance (March 2015 – present)

- Lead and oversee a five-person design team and one freelancer for Verisk's \$200 million B2B insurance business.
- Work closely with our designers and marketing strategists to manage schedules and align workload according to priorities.
- Design end-to-end print and digital materials as needed for marketing, sales, events, and presentations.
- Establish best practices and design workflows for multiple initiatives: Web advertising, nurture campaigns, collateral development, website updates, webinars, conferences, and internal communications.
- Collaborate regularly with creative team members across multiple business units to ensure cross-departmental brand, design, and workflow consistency.
- Maintain relationships with external print, web, and promotional vendors.
- Manage design department budget.

Senior Marketing Specialist – Verisk Insurance (March 2013 – March 2015)

- Managed top-level B2B projects within the underwriting department, including the creation of marketing collateral, digital marketing campaigns, website updates, webinars, and internal communications.
- Consulted regularly with product managers and sales executives to develop marketing strategies for Verisk Insurance's auto and property products.
- Oversaw the strategy, design, and development of Verisk Underwriting's content hub.
- Proactively developed Verisk Insurance's social media presence, dramatically improving its reputation and communications primarily through Twitter and LinkedIn.
- Prepared monthly analytics report tracking the performance of the Verisk Insurance website and social media marketing efforts.

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 variety of utility clients.
- Assisted in the development of both B2B and B2C marketing strategies for Smart Grid 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 of more than 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 published project/creative briefs and aided 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

Education

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

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

Professional Development

Experienced Leader Program

February 2022

Lean Six Sigma Yellow Belt Certification

January 2021

Foundations of Leadership Program

July 2019

PMP Exam Prep Boot Camp

June 2010