

HEIDI K. ROJEK

962 33rd Street, Sacramento



March 13, 2017

Mr. Zach Sheely, President
Agworld, Inc.

Dear Mr. Sheely,

I am very interested in your Marketing Manager position. As my attached resume shows, I have more than 25 years of the type of experience you detailed in your advertisement. I was a Marketing Manager or Director for 20 years before applying my expertise to starting my own company in 2008. All of this allowed me to expand skills I already possessed, but I also learned how to organically manipulate advertising through advertising and social media to increase attention and revenue for the company. When the stakes are so high as to make or break your own company, you better learn to get it right. And I have.

I'm sure you're asking "So, why leave the dream of owning your own business?" The answer is actually quite simple, and it's why most people don't choose to become entrpreneurs. It's not the very long hours that has gotten to me, because when you absolutely love what you do, you don't mind eating, sleeping, and breathing it. I've always loved what I do, no matter if it's working for myself or for other companies. I'm ready to do something different after having done this for nearly 9 years.

I have all the skills and experience you're looking for in a marketing manager, as my resume and portfolio shows. I would love to come in and speak with you about how I can help provide a collaborative environment and winning team in your organization.

Sincerely,

A handwritten signature in black ink that reads "Heidi K. Rojek".

Heidi K. Rojek



CONTACT ME

Phone: 209-601-1759
email: heidirojek@gmail.com

HEIDI K. ROJEK



ABOUT ME

Having run two businesses for the past nearly 9 years, I know what it takes to align a company for success. I am a marketing, advertising, and graphic design specialist with more than 25 years of experience. I have extensive experience with website development, ad design, graphic design, marketing, social media outreach, and smart-phone app design. I am also a passionate photographer.



SOFTWARE

Wordpress
Skill level: Expert
Zoho Creator
Various CRMs
Sketch
Django
CMS

Adobe:
InDesign
Photoshop
Illustrator
Acrobat Pro
Lightroom
FTP
Microsoft Suite

CONTACT ME



Mobile:
209-601-1759



Email:
heidirojek
@gmail.com



EDUCATION

High School Graduate, 1984, Livermore, CA
But don't let the lack of college degree dissuade you.
I'm constantly learning outside of the traditional classroom,
which can be even more valuable than that degree.



WHY I'M PERFECT FOR THIS POSITION

I eat, sleep, and breathe design and marketing. I'm always thinking about how something could have been better designed. I'm smart enough to have launched, and kept a business thriving, for nearly 9 years. I have both digital, web, and print design background, which directly translates into a healthy ROI.



SUCCESSSES

Launched two companies with only \$12,000 at a kitchen table and grew them into quarter million dollar companies with a staff of five.

Successfully launched an smartphone app development business with more than 100 iOS and Android apps - several wine region apps.

Became one of only a few thriving book review publications in the nation.

Created an iTunes #1 Bestselling App for 2 weeks straight.

Became the first book review magazine available on Apple Newsstand.



DETAILED EXPERIENCE

PRESIDENT & CEO

September 2008 - Present

GOLOCALAPPS & CITY BOOK REVIEW

I am the creative arm of both companies, handling all aspects of corporate and product branding, advertising, social media, magazine layout, website design and maintenance (multiple websites for ourselves and clients). I respond to proposal requests, create email campaigns, and conduct research and development for smartphone app design.

I've been the sole marketing and design person for both companies. Everything you see both online and in print for my companies or for our clients have been my designs. The various websites I've worked on are listed on page two of my resume.

As you can imagine, news, magazine, and app technology is an ever-changing animal. You keep up or go out of business. I've successfully had a hand in creating not only one, but two of the most successful book review and app development firms in the U.S. It's become a highly competitive market that requires constant attention and ever-changing strategy. It's no secret that newspapers and magazines have met challenges over the last several years.

Portfolio:

GoLocalApps.com | Sanfranciscobookreview.com | Citybookreview.com | Seattlebookreview.com
Manhattanbookreview.com | Tulsabookreview.com | Photography: Instagram/bullwinklephotography

FREELANCE MARKETING & DESIGN

2010 - 2015

LOCUS TECHNOLOGIES

Been involved with Locus in one capacity or another since 1993. I occasionally handle their social media accounts, design images, and format their proposals, as needed. I also rebranded their corporate templates to be sleek and modern.

MANAGER, MARKETING SERVICES

2006 - 2009

TCI CORPORATION/SPX

Managed a marketing department staff of three, maintained their website content, designed new brochures, prepared government proposals.

DIRECTOR, MARKETING SERVICES

1993 - 2006

LOCUS TECHNOLOGIES

Corporate branding, brochure design, trade show coordination and booth design, prepared both private-sector and government proposals, maintained website.