

MARTIN SAWINSKI

DIGITAL STRATEGIST // TECHNOLOGIST // CREATIVE DIRECTOR



CONTACT

LOCATION

Duluth, MN 55806

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WEBSITE

www.martinsawinski.com

SOCIAL

 /in/martinsawinski

Building Brand Impact Through Creativity and Holistic Approach

WHAT I DO

I am an eCommerce strategist who listens to business needs to drive sustainable solutions:

- **I gather stakeholders.** I bring stakeholders together to listen to their needs and concerns.
- **I create collaborations.** I work with stakeholders to envision and understand potential solutions.
- **I turn options into viable strategies.** I present risks and rewards and work with stakeholders to select best outcomes.
- **I deliver results.** I guide cross-functional teams to complete projects on time, under budget, and within scope.

ABOUT ME

I bring more than 16 years of experience **leading strategy and creative direction**, print, web, digital, advertising campaigns, and simple solutions for complex enterprise needs.

I have more than 12 years of experience as an **agency manager of projects and people**.

I draw on rich experience gained by working with **premier organizations** including Thomson Reuters, Vistaprint, Harper Collins, Victoria's Secret, the University of Minnesota, and Stanford University.

I use **technology and creativity to drive business productivity**. I have implemented key organizational priorities while balancing budget and scope. I form and inspire cross-functional teams that create exceptional solutions.

I am known for interpersonal skills that **energize strategic partnerships** and gain buy-in.

MY EXPERTISE

Creative Strategy	Strategic Planning and Analysis	Service Management
Art Direction	Client Relations	Process Improvement
Information Architecture	Project Management	Content Management Systems
User Experience	Cross-functional Teams	eCommerce

"Martin has consistently shown a care for our business as a whole that makes him a valued partner. He seeks to understand our mission, values and goals so that he can offer the best possible solution for us."
— Alane Trumbull, HarperCollins Publishing

"I wouldn't hesitate to work with Martin on a future project. He and his team at 3five helped us transform our tangled mess of a website into an organized platform with a cutting-edge design."
— Steve Miller, Cirrus Aircraft

"If you are part of a growing business looking to disrupt your market, test something new, or perhaps complete some quick revenue-generating tactics I'd highly recommend Martin."
— Shawn Stavseth, Technovation|MNI (formerly Thomson Reuters)

"Martin is a consistent collaborator, transparent, and sees himself as an extension of our businesses."
— Sarah Mansager, Tricam Industries & Gorilla Brands

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INTERESTS

LANGUAGES

- + English - 100%
- + Spanish - 100%
- + French - 25%

SOFTWARE

- + Adobe Creative Suite
- + Shopify Plus
- + Optimizely
- + WordPress
- + Google Analytics
- + Confluence
- + Jira
- + Sketch
- + Invision
- + Microsoft Office
- + Google Docs
- + Fusion 360
- + SketchUp

CERTIFICATIONS

- + Google Analytics
- + Optimizely
- + Shopify Plus
- + GDSN/Content Sync- 1WS

PROFILE

Accomplished eCommerce strategist who draws on extensive experience to craft unique solutions and eCommerce strategies for online brands seeking greater engagement and online traction. Motivated to meet business objectives by creating realistic and best-practice approaches to selling online. Founded and successfully operated creative agency for over ten years, leading projects for clients from startups to Fortune companies. Known for expertly crafted solutions, candid advice, and sound strategies.

EDUCATION

1999 - 2000

UNIVERSIDAD LATINA - CR | BACHELOR OF ARTS
Graphic Design & Marketing

2000 - 2004

UNIVERSITY OF MINNESOTA | BACHELOR OF ARTS
Graphic Design, Fine Arts, Photography, Spanish

EXPERIENCE

2018 - Present

BlueBolt

Sr. Digital Strategist // eCommerce Expert



Lead digital and eCommerce strategist for key projects, new and existing business. Support sales team and assist technical team with project related activities. Assisted in developing new division, services, and team dedicated to Shopify Plus platform. Aided sales efforts to bring in over \$6M in business within 2 years and healthy pipeline of new and retained clients.

- Business Analyst for new engagements, documenting requirements, defining scope of work, cost estimates, and implementation strategy.
- Responsible for maintaining scope, strategic direction across all projects and engagements, quality assurance, training, research, and ongoing consulting post-launch.
- Established new division within the company focusing on Shopify development to become 45% of annual billings (and still growing).
- Facilitated the growth of the services team, processes for project management, project delivery, and ongoing support.

2017 - 2018

Modern Tribe (Heck Yeah, Inc.)

New Business Development



Worked with the executive team to develop new lines of business and line up new projects for team of 100. Facilitated procurement of projects valued between \$500K and \$1.5M.

- Augmented team of new business developers to maintain \$4M+ sales channel.
- Nurtured client relationships valued at \$1.5M+.
- Managed projects valued at \$1M.
- Collaborate with account teams to create and develop new business opportunities.

2004 - 2017

3five, Inc.

Founder-CEO // Business Developer, Account Manager, Creative Director



From freelancer to Chief Executive Officer, grew creative and entrepreneurial passion into company of \$1.5M annual revenue serving clients worldwide. Carefully cultivated expert team providing exemplary services and support for enterprise, growing, and startup businesses.

- Bootstrapped freelance effort and drove 12 years of consistent growth.
- Recruited and retained a dozen industry experts and various contractors.
- Oversaw all aspects of operations, including creative direction, account management, project management, sales, finance, legal, and business administration.
- Led every account and client relationship.
- Served 135 clients in 26 states and 12 countries.
- Launched websites and digital solutions for Fortune companies.
- Developed enterprise websites with up to 500K monthly viewership.
- Produced marketing collateral for distribution to more than 500K viewership.
- Designed marketing campaigns for readers up to 500K.
- Inducted as one of 30 original Shopify Plus Partner agencies.
- Vistaprint Custom Shopify Application (1M user base).

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ADDITIONAL WORK EXPERIENCE

2018 - 2020



My Beer Brand

Creative Director

Formulate and refine creative and marketing strategies for startup, growing, and established breweries around the world. Develop brands, enhance marketing efforts, direct creative strategy, and augment internal teams.

- Oversees brand development, marketing strategies, merchandise development, packaging design, digital and print design.
- Responsible for guiding the development of the assigned creative team and work.
- Review and provide creative feedback to creative team of their work relative to strategic goals, concepts and execution.
- Effectively manages multiple projects in a fast paced, ever changing environment.
- Supervise and review all production work to ensure all goals are met and creative quality is upheld to the highest standard.
- Nurtures client and vendor relationships and fosters referral sources.

2012 - Present



Proto.Hub

Founder

Founded a low-volume manufacturing and prototyping studio to bring innovative and unique concepts to market or tangible form. Harnessing technological advancements in modern machining and robotic-assisted manufacturing.

- Offered the first commercial 3D printer and laser cutter services in region.
- Etch and fabricate products placed into orbit and heading to Mars.
- Facilitate architect/engineer collaboration with 3D-printed models.
- Model and fabricate inventions and concepts for entrepreneurs, product designers, and inventors.

2011 - 2014



Co.Lab Duluth, Inc.

Founder // CEO

Recognizing community-wide need for collaborative work environment, established first of its kind in region and developed thriving and energetic workspace for entrepreneurs, remote employees, and freelancers.

- Established first CoWorking office in Duluth, MN.
- Oversaw all aspects of operations, including marketing, membership, administration, and strategic growth
- Broke even and became profitable within 18 months.
- Created community of freelancers and remote workers.