

**Thomas C. Pionek**  
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## **EXPERIENCE**

### **Marketing & Technology Director**

Stone Creek Coffee  
Milwaukee, Wisconsin  
2004 to Present

Current responsibilities include strategic direction of marketing, product development, and technology initiatives for coffee company. Day to day activities include development of programs to promote same-store retail sales and new store launch (street promotion, direct mail, public relations, email and word-of-mouth marketing); design of brand elements such as store signage, merchandising, packaging, and print publications; and management of new products from conceptualization through product launch. Additional responsibilities include management of database marketing programs and leading the development of company technology projects in ecommerce and email newsletter publication.

### **Senior Information Architect**

Lanex, LLC  
Brookfield, Wisconsin  
2001 to 2004

Responsibilities included leading design and communications media production for a local web development firm. Daily functions include strategic consulting, creative direction, project management, and extensive client interaction regarding strategies for optimal use of creative media. Additional responsibilities include leading firm's marketing efforts, including marketing materials, newsletter, public relations and proposal development.

### **Executive Manager of Marketing**

Stone Creek Coffee / Gocoffee.com  
Milwaukee, Wisconsin  
1999 to 2001

Served as partner and shareholder in cooperative ecommerce business and then had duties expanded to marketing director for retail coffee company. Collaborated with company president to forge new marketing strategy that included the re-design of all brand elements, implementation of community relations program, and development of sales promotions and database marketing programs. Managed tactics for retail merchandising, retail signage system, product packaging, print advertising, broadcast advertising, direct marketing, presentations and collateral materials. Additional responsibilities included leading the development of an ecommerce portal from concept through completion, including creative direction, offline and online marketing integration, sales promotions, and content management.

**Multimedia Producer**

Visions MultiMedia, Inc.  
Northbrook, Illinois  
1996 to 1999

Responsibilities included leading creative teams for Chicago-area media production agency, consulting with Fortune 500 clients in the design and development of print, broadcast and digital media. Duties involved creative direction for client projects, management of creative teams, client communications, budget management, and production scheduling. Also responsible for assisting business development efforts, including the development of project proposals and delivery of presentations to clients and the production of marketing materials.

**Continuity Director/Copywriter**

Clear Channel Communications  
WMIL-FM & WOKY-AM  
New Berlin, Wisconsin  
1996

Responsibilities included managing the production of radio advertising and management of commercial content rotation for two highly rated area radio stations. Daily duties involved copywriting of broadcast scripts, creative direction of audio production, and assignment of completed spots into rotation.

**Marketing Specialist**

Leasing Team  
Campus Circle Project  
Marquette University  
Milwaukee, Wisconsin  
1994 to 1995

Responsibilities included implementation of marketing tactics for nonprofit urban development project. Worked as part of marketing team in the development of marketing communications, including advertising, events promotion, and direct marketing. Also led database marketing efforts, including implementation of database application for marketing of real estate properties, including features to assist direct marketing efforts, leasing procedures, and real-time vacancy projections.

**Copywriter**

Journal Communications, Inc.  
Milwaukee, Wisconsin  
1993

Responsibilities included managing the development of employee communications media, including departmental publications, executive presentations, and public relations for circulation department of leading daily newspaper.

**Communications Instructor/Teaching Assistant**

Marquette University  
Milwaukee, Wisconsin  
1991 to 1993

As part of full academic scholarship, position responsibilities included instructing undergraduate class in public speaking and assisting in the coaching of the Marquette University forensics and debate team. Instruction responsibilities involved the development of course syllabus, delivery of all class seminars, leading class discussions, engagement of guest lecturers, testing and evaluation.

**Marketing Associate**

Gielow Associates  
Milwaukee, Wisconsin  
1990 to 1991

Responsibilities included planning, production and implementation of marketing campaigns that integrated advertising, direct marketing, and personal sales components. Additional responsibilities included the compilation and administration of candidate and client data for health care consulting and executive search firm.

**EDUCATION****Master of Arts**

College of Communication, Journalism and Performing Arts  
Marquette University  
Milwaukee, Wisconsin  
1993 (coursework)  
1998 (project)  
Full Academic Scholarship

**Bachelor of Arts**

College of Letters and Science  
University of Wisconsin at Milwaukee  
Milwaukee, Wisconsin  
1990

**PRESENTATIONS**

Communicate-Cooperate-Collaborate, Marquette University, 2004  
Using Media for Marketing Communications, Society of Technical Communicators, 2002  
Using the Internet for Marketing, Marquette University, 2001  
Designing Marketing Messages for the Internet, Marquette University, 2000