

## KIM WITCZAK

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### SUMMARY

Advertising/marketing communications professional with over 25 years of experience for a variety of industries (e.g. airlines, automotive, fashion, fast food, and retail) as well as non-profit/advocacy campaigns. Great communicator who builds strategic coalitions and collaborative relationships. Known as a problem solver with an ability to think outside the box and find opportunities to connect the dots between seemingly unrelated issues.

### PROFESSIONAL EXPERIENCE

July 2006 - Present

#### **Marketing Consultant/Freelance Producer**

Produce all aspects of still shoots, directly tied to or integrated with broadcast productions, digital content shoots, illustration projects as well as CGI creation for broadcast and print. Invited to present United Airlines illustration/animation campaign at 2010 International Illustration conference. Frequent guest lecturer at Minneapolis College of Art and Design's Professional Practices Illustration course.

- *Ad Agency Clients: Barrie D'Rozario DiLorenzo, Latitude, Mono, Fallon, BBDO New York, BBDO Minneapolis, PMH, Solve, Black Design, Brew, Duffy Design, Fellow, and Rent the Runway*
- *Brands:Hertz, Polaris, Regis, Thrivent, Wyotech, Walmart, St. Jude/Francis Foundation, Adidas, United Airlines, Starbucks, Target, Best Buy, Dell, Wagner, JCP, St. Paul Companies, Dove Chocolate, American Red Cross, Del Webb, Lands' End, Minnesota Hospital Association, Fairbault Mills, Rent the Runway, Altierus/Zenith Education Group, St. Jude Children's Research Hospital*

October 2003 – Present

#### **Co-Founder, Executive Director**

Woodymatters, Minneapolis, MN

Woodymatters was founded after the sudden death of my husband in 2003. Woodymatters is a non profit organization dedicated to advocating for a strong drug safety system and FDA reform. Approached advocacy work through professional advertising/branding lens. Traveled to Washington DC 50+ times since 2004. Developed a messaging platform with results including black box antidepressant/suicide warnings and legislation changes. Invited to speak at multiple international and national conferences as well press conferences resulting in stories/mentions featured in TV, print, radio, and documentaries. Personally invited by the late Senator Ted Kennedy to testify before US Senate HELP. In addition, testified in US Congress, Minnesota legislature, Wisconsin legislature, and various FDA hearings. Work closely with the national Patient, Consumer, Public Health Coalition based in Washington.

November 1997-July 2006

#### **Senior Producer**

Fallon, Minneapolis, Minnesota

Negotiated, secured and oversaw/produced photographic and illustrative production needs. Produced all aspects of studio and location photo shoots around the world with budgets ranging up to \$750K. Recommended appropriate artists/talent for project. Handled all usage/legal/licensing issues pertaining to the advertising visual. Developed Production 101 training for employees.

- *Clients: BMW of North America (including BMW Films), Lee Jeans, Earl Jeans, Nordstrom, Timex, United Airlines, and Time Inc.*

August 1995-October 1997

#### **Account Supervisor**

Fallon McElligott, Minneapolis, Minnesota

Managed 7-member account team responsible for all day-to-day national and regional advertising activities. Developed and managed the national lease/finance program. Oversaw all television and print productions.

- *Client: BMW of North America*

April 1994-August 1995

**Account Executive**

Campbell Mithun Advertising, Minneapolis, Minnesota

Managed the marketing/advertising plans for 80+ DMA's encompassing 3,500 franchisees with an annual budget of \$25 million. Established, managed and maintained production budgets, timelines, and activities. Developed integrated marketing communication plans and creative strategies.

- *Client: International Dairy Queen*

May 1989-September 1993

**Account Executive**

Jordan Tamraz Caruso Advertising, Chicago, Illinois

Planned, coordinated and implemented monthly advertising campaigns covering 11 DMA's and 175 dealers. Developed creative strategies based on market needs. Coordinated local market special events and sports sponsorships.

- *Client: Buick Dealer Marketing Groups (GA, MN, MA, and TX)*

## NON-PROFIT BOARD EXPERIENCE

1995 – Current

**Past Board President, Board of Directors, Board Emeritus**

Free Arts Minnesota, Minneapolis, MN

[www.freeartsminnesota.org](http://www.freeartsminnesota.org)

Helped found Free Arts in 1996, a non-profit dedicated to bringing the healing power of the arts to over 4,000 abused, neglected and homeless children in Minnesota. Served on Board of Directors including two-year term as Board President (2010/2011).

2016 – Current

**Consumer Representative Member**

FDA Psychopharmacologic Advisory Committee, Washington, DC

2015 – Current

**Board Member**

Indika Alliance, Minneapolis, MN

2014 – Current

**Member, Board of Directors**

James Sewell Ballet, Minneapolis, MN

[www.jsballet.org](http://www.jsballet.org)

2014 – Current

**Member, Board of Directors**

National Physicians Alliance, Washington, DC

[www.npalliance.org](http://www.npalliance.org)

2008 – 2011

**Patient Representative Member**

FDA Psychopharmacologic Advisory Committee, Washington, DC

## EDUCATION

May 1988

Bachelor of Arts

**Lake Forest College**, Lake Forest, Illinois

Majors: Business and Economics