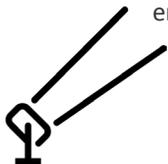


Kawika Maszak

PUSHING A SIGNAL THROUGH THE NOISE

I connect brands with customers using problem-centric storytelling to find the 'why' and push a signal through the noise. I lead with a balance of creativity and tenacity to foster collaboration and achieve consensus, ensuring that innovation thrives.



ACCOMPLISHMENTS

Data-Driven Leadership

Promoted to expand and lead marketing content creation for a global IT services company.

- **Led expansion:** Scaled from 4 to 14 employees in less than 6 months.
- **Boosted capacity:** Increased output by 160% through Gen AI.
- **Enhanced video production:** Introduced modular script templates to decrease production time by 40%.

Hired to lead an interactive startup division for an Academy Award-winning motion picture special effects company.

- **Developed a unique style:** A collaborative effort with "The Matrix" creators.
- **Webby Awards:** Directed segment winner intro videos.

Digital Content Creation and Innovation

Founded a digital storytelling company serving over 255 North American clients and advertising agencies.

- **Defined a market niche:** Delivered SEO-optimized digital campaigns focused on the power of storytelling to regularly achieve 40%+ lead conversion increases.
- **Created unique and compelling digital multimedia content:** A strategic client focus and transparent pricing achieved an average client retention rate of 5+ years.

Developed interactive content for North America's largest trade-centric consulting firm.

- **Edutainment quizzes, interactive infographics, and animated videos:** Surpassed a 30% conversation rate with a 3-year inbound marketing campaign.
- **Improved educational outreach funding:** An ongoing testimonial campaign featuring scholarship recipients contributed over \$12M in client donations to the consulting firm's foundation.

Developed a scalable content creation program for a leading North American cable modem provider.

- **Managed content operations for 80+ client websites:** Improved content quality and website performance to increase portal traffic by over 27%.
- **Created a turnkey CMS program:** An automated WordPress process allowed local news stations to upload content and provide relevant hyper-local information to cable modem customers.



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Houston, Texas

SKILLS

- Digital Marketing
- Content Strategy
- Brand Storytelling
- Generative AI
- SEO Optimization
- Social Media
- Creative Direction
- Team Leadership
- Sales Enablement
- Data-Driven Analysis
- Customer Acquisition
- Audience Engagement
- Cross-Channel Marketing
- Innovation and Growth
- Product Marketing
- CMS Platforms
- Adobe Creative Suite
- Video Production
- Public Relations and Promotion
- Events Planning
- Training
- Crisis Communications

SOCIAL MEDIA



[linkedin.com/in/kawikamaszak/](https://www.linkedin.com/in/kawikamaszak/)

PORTFOLIO



helpmesayit.com/portfolio

ACCOMPLISHMENTS continued

Technology Integration and Product Management

Relaunched a regional Texas bank's consumer and small business mobile banking application.

- **Client-focused app improvements:** Increased app usage by 27% and reduced unnecessary in-branch transactions by 18%.
- **Increased SMB market share by 9%:** Online new account openings eclipsed in-branch visits within 45 days of launch.

Led operational improvements for a global IT marketing team of 90+.

- **Streamlined remote operations:** Reduced average project turnaround times by 23% with improvements based on Asana best practices.
- **Introduced a problem-centric marketing approach:** Usage of assets to amplify sales enablement increased by more than 140%.

Selected to lead digital operations for a national newspaper publisher's Hawaii properties.

- **Spearheaded digital transformation:** Migrated classified advertising online to increase responses by 30% and contribute to a 110% annual revenue gain.
- **Increased print circulation by 7%:** Launched a multimedia marketing campaign promoting exclusive print-only content.

Strategic Marketing and Promotion

Revitalized circulation and revenue for Tucson's 2 daily newspapers.

- **Pivoted focus to consultative selling:** Retrained a sales staff of 11 to hit a 14% revenue increase after 6 consecutive quarterly losses.
- **Created a TV campaign to bolster readership:** "Where Tucson Turns" TV ads featured celebrities with local ties reading the morning and afternoon newspapers.

Facilitated a strategic marketing partnership between Kroger and a leading North American life insurance company.

- **Collaborative distribution partnerships:** Reached millions of new prospects by exposing each company's customer base to product awareness marketing.
- **Leveraged data analytics to amplify brand awareness:** Life insurance in-store POS material matched demographics and buyer behavior to generate a 26% increase in website traffic.

Creative and Analytical

Recruited to head creative services for a leading North American life insurance company.

- **Established an in-house creative department:** Eliminated reliance on external resources to reduce costs by more than 60%.
- **Enhanced cross-channel marketing:** Increased response rates by 15% with integrated multi-delivery format campaigns.

Led rebranding for a portable wireless global connectivity device.

- **Integrated global ecommerce capabilities:** International transaction automation reduced manual processing by 30% and minimized revenue loss from currency fluctuations by 4%.
- **International retail expansion:** Flagship Paris store opening was featured by Lonely Planet and Tripadvisor.
- **Improved brand awareness:** Identity campaigns increased website visits and engagement by 32%.

JOB HISTORY



SoftServe, Inc.

Global Content Director
Brand Content Director
Editor in Chief



Help Me Say It

Founder
Chief Wordologist



Amegy Bank

VP, Product Development



American National

Creative Director



Gannett Co., Inc.

Business Development Manager
Strategic Marketing Manager
Director of New Media
Director of Promotion
Editor



SoftNet Systems

Director of eCommerce
Director of Content Operations



Manex Interactive

Executive Producer