
Albert B. Ciuksza Jr.

518 Dawson Avenue | Bellevue, Pennsylvania 15202 | (412) 596-0848 | albert@ciuksza.com | ciuksza.com

Career Experience

Market Research Analyst | Allegheny Conference on Community Development

May 2006 – Present

- Accomplishments
 - Led data collection activities that resulted in *FDI Magazine*, a publication of the *Financial Times*, naming Pittsburgh the #3 North American City of the Future
 - Wrote PHP/MySQL-based web application to compile and archive Regional Business Headlines, a daily publication that reaches more than 1,500 business leaders in the Pittsburgh region
 - Conceived comprehensive merchandising plan to support the Pittsburgh region's Pittsburgh 250 initiative
- Core Responsibilities
 - Co-developed and assisted in implementing a social media strategy to assist the organization in its Pittsburgh 250, economic development and workplace initiatives
 - Develop comprehensive strategies to actively prospect domestic and international companies that would benefit from the Pittsburgh region's unique strengths; specific focus on energy and environment
 - Fulfill the needs of stakeholders through standard and advanced market intelligence methodologies

Vice President of Marketing and Principal | Eyenovate, Inc.

July 2007 – March 2009

- Accomplishments
 - Compiled research, developed the business model and wrote the plan that resulted in more than \$850,000 in angel investment
 - Developed new corporate and consumer branding packages to transition the business from a solo entrepreneurial venture to a more sustainable business that reaches 20 countries and four continents
- Core Responsibilities
 - Develop and implement marketing strategy for consumer line of eyewear products, including all print and online media
 - Design materials and collateral for tactical use in sales and marketing
 - Lead the development of a web-based software-as-a-service practice management system targeted at independent optical retailers
 - Advise on organizational strategy, hiring, business operations and new product development

Director of Marketing | Hipwell Manufacturing Company

October 2004 – May 2006

- Accomplishments
 - Developed and executed marketing strategy, including a new identity package
 - Worked with the CEO to develop a business strategy that included the identification of three potential acquisition candidates, compiling a business plan for investment into the business, data gathering and due diligence on the three target acquisitions, assisting in the negotiations with the target companies and
 - Created product management strategy that included the development of new products and the elimination of unprofitable lines

Pharmacy Services Analyst | McKesson Automation, Inc.

June 2001 – June 2004

- Accomplishments
 - Proposed a new labeling system for difficult-to-label medications, leading to a patented type of label stock and a new revenue stream for the company
 - Developed pricing models with product managers for new service offerings that surround McKesson Automation's flagship product and helped justify implementation to senior management
 - Proposed and led the redevelopment of payroll and personnel management processes, which replaced a labor intensive paper-based system with a less-expensive and more manageable IT solution

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Relevant Experience

Independent Marketing Consultant | El Paso, Texas and Pittsburgh, Pennsylvania *June 1996 – Present*

Extensive experience in marketing strategy and tactical implementation using a variety of tools in order to build awareness, generate leads, increase sales and maintain customer satisfaction.

- Current Projects
 - Solutions 21 – Develop and implement three strategies that influence both external and internal customers
 - Corporate brand and marketing strategy, including redevelopment of marketing collateral, web site and implementation of a social media strategy (blog, Twitter)
 - Marketing strategy surrounding the Founder and CEO's co-authored book, *Gen Y Now: How Generation Y Changes Your Workplace and Why It Requires a New Leadership Style*, which relies heavily on the use of social media tools (blog, Twitter, Facebook, LinkedIn, podcasts, YouTube, etc.)
 - Idea Foundry – Develop, implement and assist in the execution of a new identity and marketing strategy that better positions the organization in the community
 - New identity package development, print collateral design, website design and implementation of a social media strategy
- Industry Experience – Arts & Entertainment (Amusement Parks, Country Clubs, Nightclubs, Dining & Restaurants, Theater Organizations), Construction, Consumer Products & Retail, Health Care, Information & Communications Technology, Motorsports, Personal Services, Real Estate, Security, and Sports (Events, Individual Athletes, Teams, Leagues)

Board Member (Leadership OnBoard) | 3 Rivers Connect *November 2008 – Present*

Utilize marketing skills to assist the Finance & Revenue Diversification committee to build and implement a strategy that continues to make 3RC a positive force in the community

Leadership Development Initiative XV | Leadership Pittsburgh, Inc. *September 2007 – June 2008*

LDI is a nine-month-long program for high-potential young professionals. This creative and innovative leadership training utilizes data-driven training models and access to experts to develop future regional leaders.

Education

Joseph M. Katz Graduate School of Business | University of Pittsburgh | Pittsburgh, PA *Fall 2009 – Present*

Master's of Business Administration in Strategy, Environment and Organizations (SEO)

Anticipated Graduation Date: April 2012 - Current G.P.A. 3.9 / 4.0

Saint Vincent College | Latrobe, PA *Fall 1999 – Spring 2002*

Bachelor of Science in Business Management

Graduation Date: May 2002 - Overall G.P.A. 3.48 / 4.0

Texas Academy of Mathematics and Science | University of North Texas | Denton, Texas *Fall 1997 – Spring 1999*

The Texas Academy of Mathematics and Science is a unique residential program for high school-aged Texas students who are high achievers and interested in mathematics and science. While living on campus at the University of North Texas, students in this two-year program complete a rigorous academic curriculum of college coursework during the years they would normally consider their junior and senior years in high school.