

**Scott Kowalski**

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## Professional Summary

Creative and results-driven Marketing Specialist, Web Developer, and Designer with expertise in brand storytelling, digital strategy, content creation, and event organization. Skilled in leading multi-channel marketing campaigns, social media engagement, and community-driven initiatives. Strong background in graphic design (Adobe Suite), website development (WordPress, HTML/CSS), and public relations. Passionate about integrating art, community building, and sustainability into impactful projects.

## Professional Experience

### **Owner / Web Designer / Marketing Specialist**

**Scott Kowalski Creative | Pittsburgh, PA | Apr 2009 – Present**

- Founded and operate a creative agency specializing in web design, branding, and marketing strategy.
- Lead social media campaigns and digital outreach to expand audience engagement.
- Recent projects include RKG Commercial, Elba Labs, Distributed Wind, Medmal Stress, Bedford Grange Mutual, The Journey Center.

### **Independent Contractor - Account Manager / Marketing Specialist / Designer / Web Developer**

**AEK Solutions | Pittsburgh, PA | Oct 2022 – Present**

- Develop and execute multi-channel marketing campaigns across social media, Google AdSense, and digital platforms to enhance audience engagement.
- Design and develop WordPress websites using DIVI and Elementor, ensuring optimal user experience and performance.
- Optimize content with SEO strategies and branding solutions to drive growth and visibility.

## **Independent Web Developer & Marketing Consultant**

### **Keystone Connect | Altoona, PA | 2000 – 2023**

- Designed custom websites and branding strategies for various businesses and nonprofits.
- Implemented SEO, e-commerce, and UX-focused solutions to maximize site functionality.

## **Vice President – Internet & New Media Services Division**

### **in2it marketing | Altoona, PA | Sep 2006 – Mar 2009**

- Managed digital campaigns, live event promotions, and online marketing strategies.
- Spearheaded creative branding solutions and multimedia marketing projects.

## **Owner / Web Designer / Marketing Specialist**

### **G7K Design | Altoona, PA | 2001 – 2006**

- Founded a web design and marketing firm, creating custom branding, websites, and promotional materials.
- Launched targeted digital marketing campaigns to increase client visibility.

## **Volunteer & Community Engagement**

### **Organizer | Art All Night Pittsburgh (2019 – Present)**

#### **Current - Childrens Area Organizer**

- Help organize and execute one of Pittsburgh's largest community-driven art events.
- Facilitate artist participation, event setup, and promotional outreach.
- Oversee a free 22-hour festival featuring artwork, live performances, and interactive installations.

### **Event Organizer | Pittsburgh Underwear Ride (2016 – 2024)**

- Organize and promote urban cycling events to advocate for body positivity and cycling

awareness.

- Coordinate logistics for rides averaging 200-400 participants six times a year.

#### **Event Organizer | Pedal for the Pantry (2018 – Present)**

- Founded a food-raising cycling event supporting a Wilkinsburg food pantry.
- Organize rider participation and manage logistics to collect thousands of pounds of food annually.

#### **President | Free Ride Bicycle Collective (2016 – 2018)**

- Led operational management and policy development for a nonprofit bike education space.
- Oversaw volunteer programs, fundraising efforts, and community engagement initiatives.

#### **Council Member & Volunteer Staffer | Free Ride Bicycle Collective (2012 – 2022)**

- Served on the council, contributing to organizational strategy and decision-making.
- Assisted with bike repair education, community events, and operational improvements.

#### **Event Coordinator | Steel City Roll (2014 – 2018)**

- Organized and led monthly urban cycling events across Pittsburgh's neighborhoods.
- Managed event logistics and community engagement, averaging 15-100 riders per ride.

#### **Mechanic Sweep | 321 Cancer Ride (2016 – 2019)**

- Provided on-route mechanical support to riders during fundraising events.
- Ensured a safe and successful experience for participants by offering technical assistance.

#### **Steward | Enright Community Garden (2017 – Present)**

- Manage community gardening initiatives to promote urban sustainability and local food production.

- Organize volunteer efforts and maintain a welcoming green space for the neighborhood.

## Technical Skills

**Marketing and Branding** – Social Media Marketing, Digital Strategy, Google AdSense, Email Campaigns

**Web Development** – WordPress (DIVI, Elementor), HTML, CSS, PHP, MySQL, E-commerce Solutions

**Graphic and UI/UX Design** – Adobe Creative Suite (Photoshop, Illustrator, InDesign), Logo and Brand Identity

**Content Creation** – SEO Optimization, Blogging, Copywriting, Newsletter Design

**Event Planning and Outreach** – Public Relations, Community Engagement, Volunteer Coordination

**Project Management** – Budgeting, Scheduling, Multi-Tasking, Leadership

## Education

Associate Degree in Visual Communications & Graphic Design

Art Institute of Pittsburgh | 1992

## Interests & Passions

**Art and Design** – Abstract Expressionist Painter, Muralist, Public Art Enthusiast

**Cycling and Outdoor Adventures** – Urban Cycling, Mountain Biking, Hiking

**Hiking and Snowboarding** – Passion for the outdoors

**Sustainability and Community Work** – Urban Gardening, Environmental Initiatives



## Professional References




**Ken Vecenie – President, Vecenie Beer Dist**  
412.821.4618 | ken@beersince1933.com

**Ron Eaken – OakTree Investment Advisors**  
412-802-8358 | ron@myoaktreadvisors.com


**Mike Fray - Two Frays Brewing**  
+1 (586) 638-9677

**Anita Arguello - Artist**  
412-925-3040

## Portfolio

800.786.3054    

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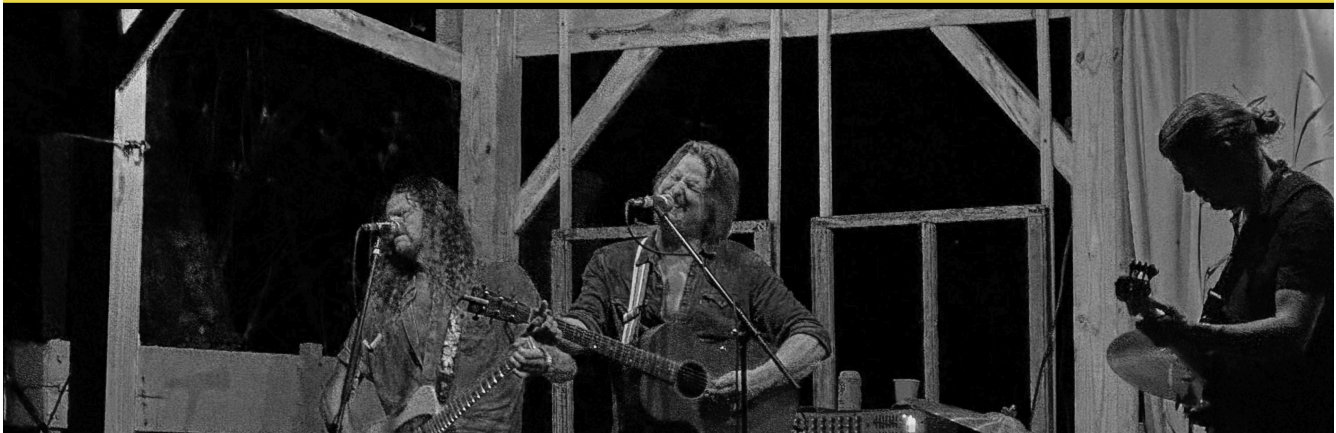
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## MUSIC NIGHT ON JUPITER

Music Night on Jupiter isn't just a venue—it's an experience. A place where music lovers gather under the stars, where the energy of live performances fills the air, and where every show feels like a special moment shared among friends. Whether you've been part of our community for years or you're just discovering us, this is where you come to connect with great music in an intimate, welcoming setting. Each event is carefully curated to bring incredible talent to a space designed for pure musical enjoyment—no distractions, just sound, atmosphere, and the shared love of live performance.







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At OakTree Investment Advisors, we understand that every investment is more than just a financial decision—it's a step toward your dreams. Since 2000, we've been providing personalized wealth management for individuals, pension plans, and businesses. Our team is dedicated to helping you grow your hard-earned money in a way that aligns with your goals, life situation, and comfort level.

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# AP Biology A

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This course is taught at the college level and designed to prepare students to take the Advanced Placement Examination and earn college credit.

Students will explore biochemistry, cell structure and function, cell energetics, cellular reproduction and communication, heredity, molecular genetics, evolution, ecology, diversity of organisms, structure and function of plants and animals, and comparative anatomy.

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**Course Content**

Chemistry of Life  
The Cell and Cellular Energetics  
Heredity and Molecular Genetics  
Evolutionary Biology

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**Course Strengths**

Teacher-created Instructional Videos  
Authentic Assessment  
Project-Based Learning  
Consistent Structure

## BSN LANGUAGE INSTITUTE

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- HINDI
- ESL

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