

David Malecki

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Greater Pittsburgh, PA Area

PROFESSIONAL SUMMARY

Creative, integrated marketer with proven expertise in multimedia production, e-commerce growth, and digital marketing strategy. Currently Marketing and Content Director at Swilled Dog, overseeing social media, website management, and marketing campaigns. Freelance experience across multiple sectors. Holds a Master's in Integrated Marketing Communications and a Bachelor's in Advertising from West Virginia University. Key contributor to the development and execution of both organic and paid marketing initiatives.

KEY COMPETENCIES

Multimedia Production	Adobe Creative Suite	Communication
Integrated Marketing	Final Cut Pro X	Collaboration
Brand Storytelling	Creative Direction	Leadership

RELEVANT EXPERIENCE

Swilled Dog May 2024 - Present

Digital Marketing and Content Director

Manage social media for Swilled Dog and sister brands Trust Bourbon and Committed Spirits. Create all photography, video, and digital content. Support marketing campaigns and promotions with external partners across all business areas. Optimize website to improve user experience, drive traffic, and increase online sales.

Orthos Liquid Systems November 2024 - June 2025

Marketing Specialist

Created regional ad campaigns and print marketing materials to boost engagement and visibility. Managed website updates and improvements to enhance performance and user experience. Collaborated with the team to analyze data and refine strategies for stronger audience targeting.

West Virginia University, University Relations Sep 2021 - May 2024

Marketing Photography Graduate Assistant

Captured daily photography and video of WVU events, aligning with University messaging and AP Style guidelines. Produced photostories with the Communications Team to deliver integrated media to students, families, and alumni. Led photography for large groups, major announcements, statewide locations, athletics, and campus-wide events.

Primo Print March 2023 - Feb 2025

Product Photographer and Videographer

Created high-quality images and videos of various custom printed products, with expertise in utilizing studio lighting and composition to showcase unique textures and colors in products.

EDUCATION & CERTIFICATIONS

M.S., Integrated Marketing Communications
West Virginia University, 2024

B.S., Advertising and Public Relations
West Virginia University, 2023

Hootsuite and Hubspot Social Media Certifications
2021, 2024

EXTRACURRICULAR ACTIVITIES

Dean of Media Relations, Volunteer Photographer
American Legion Keystone Boys State

Photographer and Videographer
Freelance