

# Dorota Tyminski, PMP

Marketing & Brand Leadership | Multichannel & Digital | Agency Operations

Katy, TX (Houston Metro) • 847-630-4892 • dorota@doratatyminski.com  
linkedin.com/in/dorota-tyminski • DorotaTyminski.com

---

## MARKETING LEADERSHIP PROFILE

Marketing and brand leader who founded and ran a full-service marketing agency for 16 years — building brands, directing multichannel and digital campaigns, and leading creative teams and production for 20–30+ client programs annually across 10+ industries. Full P&L ownership from new-business development through campaign delivery. Pairs creative and brand judgment with the operational discipline of a certified project manager (PMP), consistently delivering complex, multi-vendor programs on deadline and on budget.

## CORE COMPETENCIES

- Brand Strategy & Positioning
- Multichannel Campaign Management
- Digital & Paid Media Marketing
- Content & Video Production
- Creative Direction & Team Leadership
- Go-to-Market & New Business Development
- Marketing Operations & Workflow
- Client & Account Management
- Budget & P&L Management
- Marketing Analytics & Reporting
- Vendor & Production Management
- Project & Program Management (PMP)

## PROFESSIONAL EXPERIENCE

### Independent Marketing & Operations Consultant Katy, TX

Jul 2026 - Present

- Advise small and mid-sized businesses on brand, marketing strategy, and campaign and operational execution, drawing on 16 years of agency leadership across creative, digital, and production.

### Security National Mortgage Company — Mortgage Loan Originator

Sep 2025 - Jul 2026

- Advised residential clients through financing; coordinated borrowers, processors, underwriters, and title partners under strict regulatory and closing deadlines.

### Opus Home Loans — Mortgage Loan Originator

May - Aug 2025

- Managed client financing relationships and multi-party transaction coordination in a regulated, deadline-driven environment.

### New Art Direction Corporation — Founder & CEO

2008 - 2025

#### Full-service marketing, advertising & creative agency — United States and Poland

- Built and led a full-service marketing agency delivering brand, multichannel campaigns, digital and paid media, video, web, and print/production for 20–30+ new clients annually and 15+ recurring accounts across 10+ industries.
- Owned full P&L (\$150K–\$420K annual revenue); directed new-business development, pricing, account strategy, and client retention.
- Led and developed a creative and production team of up to 19 (staff and contractors) — creative direction, resourcing, workflow, and quality control.
- Expanded the agency's service line into digital marketing and video production, landing a major manufacturing account and driving significant revenue growth.
- Directed a full rebrand and digital transformation for an 18-location retail organization — brand identity, website, packaging, signage, and digital marketing — delivered on an eight-week timeline.
- Retained the agency's largest account (~25% of revenue) by repositioning strategy and refreshing creative, extending the relationship four additional years.
- Managed vendor and production partners (print, digital, video, manufacturing) domestically and internationally, negotiating cost, quality, and rush timelines.

## United Equity Mortgage — Office Manager → Branch Operations Manager

Mar 2003 – Sep 2008

- Managed branch operations and a 12-person team; oversaw workflow, quality control, and a pipeline of 55–65 files per month.
- Built review procedures and operational controls that improved quality and closing success; led recovery through investor-guideline changes and staffing shortages.

## EDUCATION

---

**Bachelor's Degree, Management and Marketing** — Higher School of Finance and Management, Białystok, Poland

*Specialization: Marketing*

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

---

**Project Management Professional (PMP)®** — Project Management Institute • #4443769 • 2026–2029  
(Above Target: People & Process)

AI Credentials — PMI: Generative AI Overview & Data Landscape of GenAI for Project Managers; Anthropic: AI Fluency Framework & Foundations (2026)

## SOFTWARE & MARKETING TOOLS

---

Google Analytics • Google Ads • Meta Ads • WordPress • Monday.com • Slack • Microsoft Office • Google Workspace • QuickBooks