

JEFF PRYSTAJKO

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sunsetskycreative.com
585.414.4777

**ACCOMPLISHED, BOLD, CREATIVE, ENERGETIC,
DETAIL-ORIENTED & COMMUNITY-DRIVEN LEADER.**



Passionate about delivering exceptional work that combines business expertise, innovation and superior experiences into measurably positive results.

CAREER & RELEVANT EXPERIENCE

Owner, Sunset Sky Creative MAY 2020 - PRESENT

Created a digital agency that specializes in design, website and application development, video editing, marketing and first-class user experiences. Specializes in crafting solutions that leverage technology and creativity to solve clients' unique needs and specific use cases.

Co-Chair, WorldPride 2026 Orlando Bid OCT 2017 - NOV 2023

Directly responsible for the overall vision, organizational structure and liaising with all involved parties. Formed a strong team of community leaders to guide, plan and execute, resulting in an exceptional bid book and presentation for the 2022 InterPride conference in Guadalajara.

President, Come Out With Pride Orlando FEB 2018 - FEB 2022

Oversaw diverse volunteer board and organization planning Orlando's Pride Parade and Festival, a growing annual event attracting 200,000+ individuals and generating a \$25+ million economic impact. In prior roles was responsible for revamping all creative, marketing and communication efforts (2015-2018).

Committee Co-Chair, InterPride JAN 2019 - NOV 2021

Attended regular meetings for the IP Communications Committee as well as served as co-chair; assisted with efforts in the areas of website maintenance, brand identity, media, social media management and email marketing.

Design Lead, Global Pride 2020 APR 2020 - JUN 2020

Directed volunteers from around the world to create material promoting the virtual Pride event watched by an estimated 57 million people.

Senior UI Designer, accesso JAN 2016 - MAR 2020

Collaborated with product teams to innovate and iterate on user experiences leveraging multiple accesso attraction ticketing platforms and business units. Brought design expertise to groundbreaking projects including wearable technology, AI/machine learning, kiosks and digital signage.

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Director of Digital Marketing, We Do Digital JUL 2014 - JAN 2016

Established new Digital Marketing division developing strategies, programs and pricing models focusing on SEO, PPC, email marketing, SMO, content marketing and analytics. Identified key performance indicators and means to increase website goals and conversions.

Designer/Webmaster, Gay Games 9 (2014) MAR 2012 - AUG 2014

Led global event's website and graphic design for the weeklong gathering that attracted 20,000+ participants and visitors, generated \$52 million for the local economy and was the most profitable Gay Games since its inception in 1980.

Sr. Web Designer/Developer, We Do Digital JUL 2004 - AUG 2014

Designed and operationalized websites, particularly within the theme park and attractions industry. Directed overall project management including budgeting and overseeing junior designers and developers. Incorporated functionality including geofencing, wayfinding, and third-party APIs.

ADDITIONAL EXPERIENCE

Orlando Business Journal's "40 Under 40" NOV 2020

Watermark's Most Remarkable People DEC 2018

Speaker/Moderator - SXSW MAR 2018

Speaker/Moderator - IAAPA Attractions Expo NOV 2009 - NOV 2019

RECOGNITION

SKILLS

Leadership / Communication / Marketing / Networking / Design

Project Management / Event Management / Strategy / Fundraising

Technology / Business Development / Nonprofit Development

EDUCATION

MBA

R.I.T. MAY 2004

Concentrations in Marketing/MIS

B.S, Information Technology

R.I.T. MAY 2002

Minor in Communications

COMMITTEES

One Orlando Alliance JUN 2016 - FEB 2022

InterPride WorldPride Committee JAN 2019 - NOV 2022

IAAPA Finance & Technology Subcommittee JAN 2017 - DEC 2019

MBA Orlando (Pride Chamber) Pride Liaison JAN 2017 - DEC 2017