

# Adam Sienkiewicz

Creative Leadership • Brand Strategy • Communications • Creative Operations  
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## WHAT I DO:

I help organizations eliminate confusion, align teams, and build scalable creative systems so they can move faster, collaborate better, and deliver work that resonates in a world transformed by AI.

## THE PROBLEMS I SOLVE:

### 1. **Confusion between teams**

- **Symptoms:** Misalignment, rework, unclear direction, frustration
- **My Solution:** Collaborative Dialogue (Collabologue), SCQA, Story-Teach-Tool, expectation frameworks
- **Outcome:** Teams communicate clearly, escalate early, and collaborate without friction

### 2. **Slow or inconsistent creative workflows**

- **Symptoms:** Missed deadlines, bottlenecks, unclear ownership
- **My Solution:** Workflow architecture, automation, templates, Jira dashboards
- **Outcome:** 30–50% faster delivery, predictable timelines, scalable systems

### 3. **Teams struggling with confidence, communication, or change**

- **Symptoms:** Hesitation, conflict, overwhelm, low clarity
- **My Solution:** GROW coaching, tactical empathy, cognitive reframing
- **Outcome:** Teams operate with confidence, clarity, and emotional resilience

### 4. **Organizations unsure how to integrate AI into creative work**

- **Symptoms:** Fear, resistance, unclear use cases, skill gaps
- **My Solution:** AI-augmented workflows, training, experimentation frameworks
- **Outcome:** Teams adopt AI confidently and strategically

## HOW I CREATE VALUE:

- **Sensemaking** - I turn ambiguity into clarity through narrative frameworks and structured communication.
- **Systems Design** - I build workflows, templates, and automations that scale creative output.
- **Creative Judgment** - I make high-stakes decisions across emotional ranges: comedy, crisis, politics, obituaries.
- **Human Coaching** - I help people grow through fear, conflict, and uncertainty with empathy and structure.
- **Cross-Functional Alignment** - I bridge creative, strategy, analytics, editorial, and production teams.
- **AI-Era Leadership** - I help teams adopt AI tools without losing their humanity or creative identity.

## SIGNATURE ACHIEVEMENTS:

- Built a new revenue stream at Epsilon by creating the Spaceback workflow
- Increased template availability at NewsNation by 30% through systems design
- Contributed to a 37% increase in viewership through brand and creative leadership
- Automated 900+ lower thirds per quarter at WGN through AE + Excel systems
- Coached multiple team members into supervisor, manager, and director roles
- Built communication frameworks that reduced conflict and improved clarity
- Designed branding for eight new shows during NewsNation's expansion to 24/7 programming
- Delivered 4,000+ graphics for WGN's Man of the People with consistent creative quality

## **SELECTED EXPERIENCE:**

### **Epsilon | Manager, Digital Production | April 2023 – March 2026 | Chicago, IL**

Built systems, coached teams, and created new capabilities that expanded revenue and improved creative quality.

- Designed and launched the Spaceback workflow, enabling Epsilon to enter the social-to-display ad space
- Coached producers through confidence issues, communication challenges, and career transitions
- Built documentation, templates, and training that scaled across teams and clients
- Translated data into creative rules of thumb (QR codes on CTV vs. CTAs on OLV)
- Implemented Collabologue (Collaborative Dialogue) and SCQA to reduce misalignment and improve clarity

### **NewsNation | Manager, Creative Innovation & Production | October 2021 – May 2023 | Chicago, IL**

Shaped brand identity, built scalable systems, and led creative for high-stakes national coverage.

- Designed branding for eight new shows during the network's expansion to 24/7 programming
- Built 31 new Xpression templates (30% increase)
- Implemented Blender to reduce licensing costs
- Trained producers, writers, editors, and anchors nationwide
- Contributed to a 37% increase in viewership

### **NewsNation | Manager, Graphic Design / Art Director | September 2020 – October 2021 | Chicago, IL**

Directed a team of eight designers and motion artists during the network's launch phase.

- Mentored three designers into supervisory roles
- Led design for presidential debates and major broadcast events
- Built scalable key art systems and workflows

### **WGN-TV | Graphic Artist / Media Manager | June 2014 – September 2020 | Chicago, IL**

Creative operations, systems design, and high-volume visual storytelling for Chicago's #1 morning news team.

- Delivered 4,000+ graphics for Man of the People
- Automated 900+ lower thirds per quarter using AE + Excel
- Redesigned WGN Sports branding
- Built templates, documentation, and training for the design team
- IBA Silver Dome Award for Best TV Use of Graphic Design

## **EDUCATION & TRAINING**

- Bachelor of Arts, Communication, Media & Theatre, Minor in Media Studies - Northeastern Illinois University
- Second City Chicago - Voiceover & Improvisation
- Gallery 37 - Video Production
- University of Chicago - Collegiate Scholars Program

## **CERTIFICATIONS**

- LinkedIn - Essential Business Communication Skills
- LinkedIn - Succeeding as a Senior Manager
- LinkedIn - Impacting the Business as a Senior Leader
- Sales Management Association - Sales Management Foundations
- Microsoft - Human Skills in the Age of AI

## **RECOMMENDATIONS**

**NaShantá Fletcher (WGN-TV & NewsNation):** "Adam became such a valued part of our design team...adaptable, technically skilled, and an incredible problem solver."

**Bernard Ong (WGN-TV):** "Adam's attention to detail, speed under pressure, and technical mastery made him one of my go-to designers."