

/ Michael Laskonis

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Rockford, IL 61107

It is with great enthusiasm and deep respect for the Rockford community that I submit this letter of interest for a position on the Board of Trustees for the Rockford Public Library. As someone who has long believed in the transformative power of reading, I see the modern public library not only as a cornerstone of education but as one of the most vital institutions for building an informed, connected, and thriving community.

In today's world, the public library's role has evolved beyond bookshelves, it is a bridge to technology, a hub for literacy and learning, and a safe, inclusive space for all ages to grow. From early childhood story times to digital literacy programs, the Rockford Public Library is uniquely positioned to ensure that every child, regardless of background, has access to the resources and encouragement needed to become a lifelong reader and learner.

I come from a family of readers. My wife began her career as a reading teacher and now serves as an ESL instructor at Eisenhower Middle School. My mother has been a guest at a number of area schools reading to children. Together, we have witnessed firsthand how early reading skills can unlock a child's confidence, creativity, and long-term academic success. We understand that fostering a love of books from the earliest stages of life doesn't just shape individual futures, it strengthens families, schools, and the entire fabric of a community.

I believe deeply that a community rooted in reading is a community that thrives. Literacy fuels opportunity, empathy, and innovation. It is the foundation upon which education, civic engagement, and local progress are built. That is why I am both humbled and honored to be considered for the Rockford Public Library Board of Trustees, and why I am committed to supporting its mission to inspire the next generation of readers.

Thank you for your time and consideration. I would be honored to contribute my experience, passion, and commitment to advancing literacy and learning in Rockford.

Thank you,

Michael Laskonis

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/ Profile

During my tenure as the marketing manager for Cannonball Garage and AMS Performance, I developed and executed strategic marketing campaigns to elevate brand awareness and customer engagement. At Cannonball Garage, I focused on crafting compelling storytelling around our services, including spearheading initiatives like the "Engines 101" video series, showcasing the precision and expertise behind building high-performance engines. At AMS Performance, I drove innovative marketing strategies that highlighted the brand's cutting-edge automotive solutions, fostering strong connections with a passionate enthusiast community. My work consistently emphasized creativity, collaboration, and results-driven outcomes.

/ Experience

MARKETING MANAGER, CANNONBALL GARAGE GILBERTS IL / 6-2024 TO PRESENT

Responsibilities included managing the AMS digital footprint including brand building, content creation and design, social media management, sales team support, ad campaign development, content distribution, and digital marketing strategy.

SENIOR GRAPHIC DESIGNER, CHARTWELL; ROCKFORD, IL / 6-2021 TO 4-2024

Responsible for the conceptualization and implementation of design solutions across multiple mediums that meet the client's marketing goals. Responsible for maintaining a wide range of brand consistencies for a broad portfolio of clients. Responsible for communicating with account managers insuring client goals are being measured, analyzed, and fulfilled. Responsible for managing an extensive library of digital assets.

CREATIVE DIRECTOR, AMS PERFORMANCE; WEST CHICAGO, IL / 11-2019 TO 4-2021

Responsibilities include creating and managing brand assets to build a cohesive presence across our company's media outlets, establishing asset distribution timelines, B2B & B2C relationship management, email marketing, and digital marketing strategy.

MARKETING MANAGER, AMS PERFORMANCE; WEST CHICAGO, IL / 4-2016 TO 11-2019

Responsibilities included managing the AMS digital footprint including brand building, content creation and design, social media management, sales team support, ad campaign development, content distribution, and digital marketing strategy.

/ Education

Northern Illinois University; Dekalb, IL — BFA Visual Communication, Graphic Design - 2003

/ Skills - Design

- Adobe Creative Cloud Software
- Photoshop
- Illustrator
- Videography
- Photography
- InDesign
- Lightroom
- Final Cut Pro
- Nikon Platform

/ Online

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Instagram: instagram.com/laskonis

/ References

Available upon request