



Design, Marketing & Communications

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EDUCATION & EXPERIENCE

Bachelor of Fine Arts (BFA) Degree in Design from Western Carolina University in Cullowhee, NC. I have vast experience in professional communications, journalism, digital media, and public and media relations.

25+ years of experience in graphic design, web development, marketing, and communications, for educational, corporate, and not-for-profit organizations with management experience and a proven ability to think strategically to solve complex problems while inspiring and motivating staff.

Excellent verbal and written communication skills. Including interpersonal skills to establish and maintain working relationships with management, employees, clients, donors, and community members.

Demonstrated skill and experience in problem-solving in an organizational setting.

Exceptionally high level of professional and personal integrity and cultural competency.

COMMUNICATION & COMPUTER SKILLS

Excellent overall writing skills in several different styles and tones. Essential proofreading, research, and editing skills. Excellent management skills to oversee and coordinate communications technology, including social media platforms like Facebook, Instagram, and Twitter. Strong proficiency in technology applications, including Microsoft Suite (Word, Outlook, PowerPoint, and Excel). Proven graphic design experience with Adobe Creative Suite (InDesign, Illustrator, and Photoshop) software.

OTHER SKILLS:

Demonstrated competence in working with a variety of diverse populations. Ability to manage multiple tasks with shifting priorities and work in various team settings.
I love what I do.

Professional Profile

- International award-winning art director, graphic designer, and illustrator with 25+ years directing marketing, specializing in visual (brand) identity, advertising campaigns, publication design, packaging design, environmental design, and art and illustration for print and online publications that help scale the business and raise brand awareness.
- Successfully manages various projects, staff, and vendors for multiple clients and consistently exceeds expectations by delivering quality print collateral and online e-commerce marketing strategies, including writing and graphic design, on time and within every budget.
- An acute ability to listen keenly and assess appropriately to provide visual compositions, solve problems, and communicate ideas through typography, imagery, color, and form.

Overview of Work Experience:

Customize creative, marketing, graphics, communications, and website development programs for corporate, non-profit, and public sector clients. Engagements encompass creative direction, art direction, marketing strategy, concept development, social media, marketing execution, online presence, and brand creation.

Work with Meaning:

- Seven years of publication and graphic design for the humanitarian sector, working with US, UK, and Geneva-based organizations branding, social media, and annual reports. Clients include but are not limited to NORCAP, HERE Geneva, and CDAC Network. A member of the NGO CDAC Network Expert Pool, I have established their brand guide and redesigned the website.
- Designed a \$100K funding campaign for Well House Hospice, creating plans and building written content for "I Am Hospice," which intended to change the face of hospice by showcasing the inter-cultural, inter-generational angels/employees who complete the work.
- Transformed a declining local playhouse into the Peacock Performing Arts Center. As acting board president, I collaborated with the board to evolve their perception of the Center's significance to its community, articulating a new vision and mission statement. Developed communication strategies to interest local media and business participation.
 - Engaged area high schools in an educational program that reached 1,000+ students. Built curriculum for acting, set design, magic performance, and songwriting classes.
 - New Performance Arts Center saw full houses in its 250-seat auditorium, which previously hosted only 40-50 guests per show, and fundraising skyrocketed 300%+.

Current & Previous Positions:

VICE PRESIDENT MARKETING & COMMUNICATIONS, Private Label Productions (Aug 2019 to present) Managing a team of writers and designers to create the startup company's brand, including logo design, package design, and developing collateral for sales, trade shows, and advertising campaigns. Direct launch of brands involving product concept, research, and development. Design and marketing strategy for client brands, including logos, package design, websites, marketing collateral, and advertising. Provide each company with a proprietary corporate resource, marketing strategy, and brand book. Responsible for all internal and external corporate communications.

SENIOR MARKETING MANAGER, Pjur Group (Jan 2001 to Aug 2019): Established marketing and graphics department and defined marketing strategy covering advertising, social media, and special projects. Managed a \$100K+ annual marketing budget to include audience research, creative briefs, design concepts, print and digital collateral development, events, and advertising. Conceptualized corporate and product branding for Pjur Group Luxembourg and USA, encompassing creative briefs, design concepts, audience research, and vendor management.

MARKETING & COMMUNICATIONS DIRECTOR, Lucom USA (Jan 2010 to present) Created a corporate identity, led teams to establish corporate standards, sales, and marketing collateral, and developed internet capabilities. Continue to participate as a critical player in focusing on a vision, communicating a mission, and developing initiatives to plan internal and external communication strategies. Managed staff, vendors, and outsourcing.

Early Career:

Creative Director, Focus:Impact! | Art Director of Office of Publications, Duke University Medical Center & Health System | Graphics Manager, Crain Communications | Graphic Artist for Corporate Communications, Lincoln National Corporation