



# Marketing Director I WORK REMOTE

## Joseph M. Powell

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### EDUCATION

Bachelor Of Fine Arts (BFA) Degree,  
Design, Western Carolina University,  
Cullowhee, NC

### KEY TECHNICAL SKILLS

Adobe Creative Suite:  
InDesign, Photoshop, Illustrator

Microsoft Office:  
Word, PowerPoint, Excel

### AWARDS

XBIZ Marketing Executive of the Year  
Nominee, 2018

Constant Contact Marketing All-Star  
SMAU1 Entrepreneur for Excellence

PICA Design Awards:  
Guest Suites Brochure  
Duke Nursing Book

International Mercury Awards:  
Gold in Promotion/Marketing  
Category for Ad Age's BIG Campaign  
Bronze in Computer Generated  
Illustration Category for Ad Age's  
Cable Cover Art

## Professional Profile

- International award-winning graphic designer and illustrator with 15+ years as a Marketing Director specializing in visual (brand) identity, advertising campaigns, publication design, packaging design, environmental design, and art and illustration for print and online publications.
- Successfully manages various projects for a variety of clients and consistently exceeds expectations by delivering quality print collateral and online e-commerce marketing strategies, including writing and graphic design, on-time 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 public relations programs to a broad base of corporate, non-profit, and public sector clients. Engagements encompass creative direction, art direction, marketing strategy, concept development, social media, and marketing execution with a concentration on 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 including but not limited to ICRC, CDAC Network, InterAction, CHS Alliance, and HERE Geneva.
- 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 declining playhouse into Peacock Performing Arts Center. Collaborated with the board to evolve their perception of the Center's significance to its community, articulating new vision and mission statements.
  - Engaged area high schools in an educational program that reached 1,000+ students. Built curriculum for classes in acting, set design, magic performance, and songwriting.
  - New Performance Arts Center saw full houses in its 250-seat auditorium, which previously hosted only 40-50 guests per show, and fundraising skyrocketed 200%.

### Remote Contract Positions

- **MARKETING DIRECTOR**, East Coast News (Jan 2020 to present) Revise the brand for the distributor celebrating 25 years in business to include a new logo and advertising campaign. Lead a team of designers and work with the sales team to develop collateral for a vast catalog of over 200,000 products from more than 250 of the industry's best manufacturers. Working with the manufacturers to create a variety of marketing strategies, from co-op advertising to social media contests that increase brand awareness and sales.
- **MARKETING DIRECTOR**, Private Label Productions (Aug 2019 to present) Managing a team of writers and designers to create the company's brand to include logo design, package design, develop collateral for sales, trade shows, web design, and advertising campaigns. Directed launch of four product lines that involve design and marketing strategy for client brands that include logos, package design, websites, marketing collateral, and advertising. Provide each company with a proprietary corporate resource, marketing strategy, and brand book.
- **SENIOR MARKETING MANAGER**, Pjur Group (2001-2019): Established marketing and graphics department and defined marketing strategy covering advertising, social media, and special projects. Manage a \$100K annual marketing budget to include audience research, creative briefs, design concepts, print and digital collateral development, and advertising. Conceptualize corporate and product branding for both Pjur Group Luxembourg and USA, which encompassed creative briefs, design concepts, audience research, and vendor management.

### Early Career:

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