

Joe Scoppino

Graphic Designer, Digital Strategist

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 joescoppino.com

Freelance Experience

Designer & Developer, Digital Strategist

Summer Innanen *November, 2016–March, 2017 (Project)*

- Developed a new digital strategy to optimize and automate her email marketing and sales funnels
- Created a refined brand identity for her product line, website and marketing collateral
- Extensively trained her on working with her website, business systems and email marketing platform

Heather Alice Shea *June, 2016–December, 2016 (Project)*

- Developed and designed a new logo
- Created a more refined brand identity for both her website and marketing collateral
- Extensively trained her on working with her website and business systems

Art Director & Production Designer

CinemaCon, LLC *November, 2013–April, 2015 (Project)*

- Handled the design concepts and production for all printed materials between 2013 and 2015
- Finished pieces included program journals, schedules, staff credentials, event tickets and brochures

Professional Experience

Digital Producer

Xaxis *October, 2015–February, 2016*

- Facilitated the work-flow and creative execution of programmatic advertising campaigns

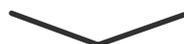
Graphic Designer & Web Developer

Union Square Media *October, 2011–October, 2015*

- Worked with VP of sales and marketing to design CPA, CPM, and CPC advertising campaigns
- Designed and developed maintainable frameworks for company newsletters
- Handled the design, quality assurance and maintenance of internal marketing websites
- Designed and coded responsive landing pages for lead generation campaigns
- Troubleshoot and maintained campaigns and tracking in the company's DSP
- Tested and optimized creative material for campaigns using internal and 3rd party metrics

During my time at Union Square Media, I split my time working for the following companies that my employers were co-owners of.

Experience and Skills Continued on Next Page



Headlines & Heroes (via Union Square Media)

- Handled the quality assurance and maintenance of the company website
- Designed and developed maintainable frameworks for company newsletters
- Handle the deployment and performance of weekly newsletters
- Designed and developed online giveaway micro-sites and ad campaigns
- Curated and optimized images for daily posts
- Trained new hires on design fundamentals, HTML and the Wordpress CMS
- Designed promotional material such as apparel, stationary, business cards, etc.

LDV Hospitality (via Union Square Media)

- Conceptualized and executed all invites, sales presentations and marketing material for venues such as American Cut, The Regent Cocktail Club, No.8 and The Rec Room

Graphic Designer

The Parts Authority *January, 2006–September, 2010*

- Collaborated with company executives and regional sales teams to produce marketing material
- Designed sponsorship materials with the New York Mets and the New York Islanders organizations
- Managed data and graphics on company website
- Processed incoming art, photography and data for final print and production
- Designed signage for trade shows, buildings, sporting arenas and fleet vehicles
- Edited and designed ads for company and third party events
- Designed and managed mass e-mail newsletters

Skills

Proficient In

- Graphic Design
- Web Design
- HTML5 & CSS3
- Responsive Design
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Illustrator
- Adobe InDesign
- Wordpress CMS
- The Google Suite
- Branding & Identity
- Logo Design
- Art Direction
- MAC OSX

Knowledge of

- Facebook Advertising
- Google Analytics
- A/B Split Testing
- Javascript & jQuery
- PHP & MySQL
- Digital Advertising
- Campaign Tracking
- Web Administration
- SEO
- Email Marketing
- Social Media Marketing
- CRM Software

Education

Farmingdale State College, New York

Cum Laude Honors
Bachelor of Science in Visual Communication
School of Business

References

Available Upon Request