





JOE SCOPPINO

Designer & Brand Strategist

 Portland, Maine
 joescoppino.com
 joe@joescoppino.com
 (516) 306-3125

Freelance Clients

Art Direction ♦ Brand Strategy ♦ Product Design ♦ Web Design ♦ Graphic Design

Kate Northrup (Client) • July, 2017–March, 2019 (Long-Term Contract)

- ♦ Managed simultaneous design projects from their concept to completion across multiple touch points
- ♦ Designed educational material such as workbooks and worksheets for digital products and lead magnets
- ♦ Designed and produced physical products such as calendars, planners, and journals
- ♦ Designed and developed landing pages and sales pages for digital products and lead magnets
- ♦ Design and user interface updates to her customer's membership site
- ♦ Designed and directed graphics and visuals for promotional and social media videos
- ♦ Designed social media graphics promoting weekly content and digital products
- ♦ Designed and developed email templates for weekly newsletters

Dina Strada (Client) • April, 2017–June, 2017, March, 2019–June, 2019 (Projects)

- ♦ Provided brand Strategy, direction, and positioning that mapped to the vision for her business
- ♦ Developed an identity system including a logo, mood boards, color palette, and typography that mapped to the vision for her business
- ♦ Designed a new logo for her brand
- ♦ Designed and developed a new website for her business
- ♦ Designed and developed a new lead magnet for her website to gain subscribers
- ♦ Set up email marketing platform to automate delivery of her lead magnets and weekly newsletters

Summer Innanen (Client) • 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
- ♦ Designed and developed a new website that facilitated the sales of her products and services
- ♦ Extensively trained her on working with her website, business systems and email marketing platform

Heather Alice Shea (Client) • June, 2016–December, 2016 (Project)

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

Art Direction & Graphic Design

CinemaCon, LLC (Client) • 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

Employment, Skills and Education continued on next page...

Employment

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

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

Skills

Proficient In

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

Knowledge of

- ♦ Facebook Advertising
- ♦ Google Analytics
- ♦ A/B Split Testing
- ♦ Javascript & jQuery
- ♦ PHP & MySQL
- ♦ UI/UX Design
- ♦ 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

The Adaway Group

Diversity is an Asset Group Program
Learned effective ways to bring more diversity, equity, and inclusion into my personal and professional life.