



CONTACT

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PROFILE

Results-driven creative professional with a progressive career in branding, marketing, and advertising leadership, backed by 20+ years as a creative director and designer. Expertise in project management, developing, managing, and executing creative launch strategies, visual communications, and positioning. Proactive problem solver with a strong track record of improving customer reach and retention, expanding engagement, increasing consumer loyalty, and company revenue.

PROFICIENCIES

Event Logistics & Execution
Brand Management & Marketing
Graphic Design & Visual Communications
Multi-media Marketing (B2B & B2C)
Social Media & Web Development (UI /UX)
Omni Channel Digital Marketing

TECHNICAL SKILLS

Adobe InDesign, Illustrator, Photoshop, Acrobat Pro,
XD, CC Express and More
Google Drive, iCloud and One Drive
Word, Excel, PowerPoint and Keynote
E-Marketing Tools: iContact, MailChimp, and Constant Contact
WordPress, Wix, Open-Source Solutions CMS, Basic HTML & CSS
Meta Business, Hootsuits, Sprout
Print Process & Prepress Production
Knowledge of Figma and Canva
Google Analysis Certification

EDUCATION

Masters of Interactive Multi-Media
CW Post, Brookville, NY

B.S., Fine Arts, Major Graphic Design
F.I.T., New York, NY

JOANN DEFILIPPO

PROFESSIONAL EXPERIENCE

JD CREATIVE ~ owner / creative director | Present

Full-service consultant for marketing, branding, graphic design, packaging, web, and social media

FWCCA | florida wall & ceiling contractor association

Develop visually appealing print and digital marketing campaigns, events and trade show material, including signage and interactive displays; manage event logistics & operations

INSPIRECORPSCO | professional development company

Design corporate presentation and strategic report for the public health sector

ONYX EVENT GROUP | event group and print studio

Create and execute social media campaigns; design custom, large-format print signage

FATFISH ON THE WATER | waterfront venue

Developed marketing, advertising, social media, website design, and event logistics

DOUBLE DIAMOND SKI CLUB | non-profit volunteer

Create promotional advertising, marketing collateral, social media, and special events

PUBLISHERS CLEARING HOUSE ~ print art director | 2 years

Conceptualized, designed and executed direct mail packages for contest sweepstakes, magazine flyers, and product/space ads, as well as package inserts and contest scratch offs

EVO PAYMENTS INTERNATIONAL ~ director of Int'l mktg & creative | 5 years ~ design director | 4 years

Led global creative direction of branding, marketing strategy, communications & corporate events

BOOK OF THE MONTH CLUB ~ senior art director | 5 years

Designed new member acquisition direct mail print campaigns for specialty book clubs

CAREER HIGHLIGHTS

Creative

- **Lead** the end-to-end development process from concept to completion, delivering high-quality creative assets across multiple channels.
- **Design** diverse marketing collateral, including sell-sheets, brochures, magazines, billboards, annual reports, print ads, direct mail, packaging, and sales presentations.
- **Create** user-friendly websites and mobile interfaces, optimizing UX and UI functions; responsible for ongoing maintenance and performance improvements.
- **Develop** visually compelling trade show booths and product displays that elevated brand presence and audience participation.
- **Manage** social media ad campaigns and email communication creatives to drive brand awareness and customer engagement.
- **Mentor** junior designers and creatives, fostering artistic skill development and collaborative teamwork within the design department.
- **Direct** photoshoots, cast models and hire make-up artists

Marketing & Branding

- **Identify** and establish brand identity, strategic positioning, and visual communication standards to create cohesive, memorable brand experiences.
- **Define** and refine tone, voice, and visual aesthetic for print and digital media, including signage, magazine editorials, promotional campaigns, and online platforms.
- **Create** marketing initiatives to increase awareness of brands, programs, products, and services, boosting engagement through email, SMS, direct mail, and social media.
- **Manage** end-to-end influencer marketing campaigns, driving engagement, lead generation, and performance insights to optimize ROI.

Project Management & Operations

- **Lead** the strategic execution of creative projects, aligning with production deadlines, timelines, and promotional calendars to ensure timely delivery.
- **Provide** ongoing account management to ensure optimal performance of creative assets, project deliverables, and digital platforms.
- **Oversee** project budgets, financials, and cost management to ensure efficient allocation of resources and adherence to budget constraints.
- **Source** and **negotiate** with new vendors, securing resources needed to deliver projects on time and within budget.