

# JOSEPHROMERO

## brand developer + designer

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555 Ramapo Valley Rd. Oakland,NJ

## EDUCATION

### SCHOOL OF BUSINESS KEAN UNIVERSITY

BA Business Marketing ; Class of 2015

Tau Kappa Epsilon ; Secretary, Historian

#### Coursework:

Digital Marketing

Social Media Management

Market Research

Business Strategy

## EXPERIENCE

### RAMSEY AUTO GROUP; DIGITAL MEDIA MANAGER; JUNE 2015- PRESENT

*Digital Content Strategist, Designer.*

Formed in-house marketing team; exponentially reduced digital media turnaround.

Built and implemented digital media strategies ranging from email marketing campaigns, display advertising, and marketing initiatives across three major auto retail sites.

Developed SEO marketing strategies directed towards capturing relative search queries.

Overhauled existing web content; reducing average bounce rate by 7% and increasing average time on site by 38% in first two months.

### TESSEMAE'S ALL NATURAL; REGIONAL MANAGER; 2013- 2014

*Marketing Coordinator, Brand Developer.*

Directed successful brand-building, volume driving initiatives including marketing campaigns, program development, materials creation, and new product launches.

Built brand into the top grossing product in it's catagory; NE NJ Whole Foods Market.

Formed marketing partnerships building brand awareness and mitigating operating costs.

### MORRIS SUSSEX PET SUPPLY; GENERAL MANAGER; 2002- 2013

*In-House Designer, Dog Whisperer.*

Managed online social media, website content and email based promotional campaigns.

Provided in-depth pet consultation; nutrition, behavioral correction, medicines, etc.

Partnered with Cold Nose Warm Heart Dog Rescue; Event Coordinator.

## PROJECTS

### JOETHEMOVIE (FORMERLY THE BROKEN IMAGE DESIGN)

*Freelance graphic and webdesign.*

### NEWGROUNDS.COM

*Created assets for films and games:*

Indestruc2Tank; Daily Second Prize, Weekly Thrid Prize; 2007

IndestructoCopter; Daily Second Prize; 2008

### THE HAPPY TURTLE FOUNDATION

*Board Member, Designer*

## ABOUT ME

A business graduate, an adaptable marketer that loves to lead, and an artist at heart. Professionally I've always fallen into avant-garde marketing roles. Whether it's grassroots marketing efforts for a health food start-up, a local retailer trying to get into internet marketing, or a buiness looking to completely revamp the way their marketing methodology.

I've worked as a freelance designer for the past 10 years, primarily in vector based asset creation, logo design, photography, animation, band merchandise, email campaign management and web development.

## SOFTWARE KNOWLEDGE

 Adobe Muse

 Adobe Photoshop

 Adobe Flash

 Adobe Premier

 Adobe After Effects

 HTML & CSS & JS

## SKILLSET

Digital Content Strategy

Social Media Management

Brand Management

Staff Hiring and Training

Market Analysis

Content Optimization

SEO and Pay-Per-Click Optimization

Email Marketing

CRM Template Creation

HTML& CSS & JavaScript

Photography

Brand Identity

Promotional Design

Animation

Illustration

Video Production

Voiceover