

JOSHUA PEKERA

STRATEGY. MARKETING. BRANDING. PRODUCT DESIGNER. IxD. UXD. UID.



JOSHUAPEKERA.COM



JPEKERA@ME.COM



205.534.6769



BONJOUR!

To David Baldwin,

My name is Joshua Pekera. I am a creative that loves to code, design, think, plan, write, strategize and experiment. I heard that you are looking for someone like that to join your team.

An agency that looks at its entire team as creatives is a rarity. I believe it is the reflection of the people and their combined passions that give a company its soul. It is the diversity of a team's combined life experiences that champion great ideas and see them realized in exceptional creative work. When a company's leader realizes that and seeks to weave it in to the company culture then he has developed a vibrant company defined by its team members. This is what I believe you are developing Baldwin& into as evident by your interview with Ideasicle when you said "a company is a group of people not a building". This is why I would like the opportunity to join your team.

As a college graduate, a mentor recruited me to go to KSI, Inc. Over 2 years I worked on custom environmental graphics and ornamental structures that went in to sites like Universal Studios and Dallas Cowboys Stadium. It was the changing landscape of advertising coupled with the growth of social media, mobile devices and rich web applications that gave me aspirations to pursue my true passion. In 2009, I saw an opportunity to start my own boutique digital agency. This ultimately brought me to my current position as Creative Director at SM Agency. In that time, I also cofounded The Agorean, an online social news organization.

My most recent experience over the past three years as Creative Director at SM Agency has been invaluable. It provided me with hands on experience for product strategy, development and team management. My primary focus of product design encompasses several disciplines such as user experience, interface design, content strategy and product development. I also have responsibilities to recruit talent to SM's creative team. I play an active role in the development of relationships with a vast range of creative talent for partnered and contract work.

My time at SM has given me the opportunity to work on a range of creative work in both digital and traditional mediums. I can contribute to several areas of your creative team. My approach to all creative work is to understand the client and the problem they need to solve. I have always felt it is my responsibility to help define an objective that solves a problem when achieved. All ideation regardless of origin, inspiration or approach attempts to achieve that objective. My diverse experience in the digital landscape gives me the ability to contribute a creative and technical perspective with in a team through out the creative process. I can weigh in on the possible and hypothetical especially when it pertains to emerging technology.

Your time is valuable so thank you for reading through this entire letter. I hope you will consider me a candidate as your next creative and for the front-end developer position. I have included a link to my portfolio for you to review. I would be happy to answer any questions you may have for me. I hope to hear from you soon.

Sincerely,

Joshua Pekera



PORTFOLIO

View my portfolio at: baldwin.joshuapekera.com

JOSHUA PEKERA

STRATEGY. MARKETING. BRANDING. PRODUCT DESIGNER. IxD. UXD. UID.

 JOSHUAPEKERA.COM  JPEKERA@ME.COM  205.534.6769



EDUCATION

Spring 2006

Bachelor of Science in Consumer and Industrial Marketing
University of Alabama - Tuscaloosa, AL.

Consumer Marketing was a dynamic area of study that included aspects of branding, advertising, public relations, retailing, product development, and marketing research.



EXPERIENCE

SM Agency

2009 - Present

Creative Director in Tuscaloosa, AL

As Creative Director I oversee all aspects of the creative process. I manage a team from initial ideation of a product through strategy, planning, creative and development. I play an integral role as a product designer and collaborate with our Technology Director and Content Strategists to ensure every product is intuitive, simple and as elegant as possible. Other responsibilities include working directly with clients, recruiting creative talent, building relationships with strategic partners and event speaking.

The Agorean

2009 - 2010

Partner in Tuscaloosa, AL

I cofounded an online publication named "The Agorean". It was a social media platform and publication that was dedicated to being the voice, resource, and social online community for college students and their surrounding community. The publication had approximately 100 employees, from staff writers to advertising executives at it's height. I oversaw all creative and marketing aspects of the company brand along with the apparel production component of the company.

Capture, LLC

April - Nov. 2009

Business Development Director in Tuscaloosa, AL

I was responsible for researching, prospecting, lead generation, marketing and introducing Capture to new business prospects.

KSI, Inc.

2007 - 2009

Marketing & Business Development in Tuscaloosa, AL

My responsibilities were split between business development and marketing. I was responsible for the strategic targeting of accounts with in the entire construction process on both a national and regional level. I focused on environmental graphics and ornamental metals that ranged from a Lifestyle Center to projects as large as the Dallas Cowboy Stadium. I researched, chose, and targeted existing and new accounts with a strategic marketing plan that developed new areas of business and revenue generating opportunities. I contributed to the creative design of company collateral for both traditional and digital mediums for general branding and client pitch materials.

Freelance

2006 - Present

Design Marauder with fleeting moments of profound creativity

Web design, brand identity, print and social consulting for small and medium size companies.



SKILLS

Software

Photoshop
Illustrator
Fireworks
InDesign
Cinema 4D
Omnigraffle
Coda
iWork Suite
Google Sketchup
Vectorworks

Development

HTML5
CSS3
PHP
JavaScript
Local Development
Git Source Control
cPanel
phpMyAdmin
PyroCMS
Wordpress

OS & Hardware

Mac OS X
Mac OS X Server
iOS
Android
Windows 7

Social Platforms

I have extensive experience with a wide range of social platforms. This is from a strategy and development perspective in regards to leveraging social media in campaigns and digital products. I have worked with various developer tools for major social platforms like Facebook, Twitter, LinkedIn, Foursquare and more than I care to type or force you to read. I would be happy to discuss my experience further if you would like to know more.






















JOSHUA PEKERA

STRATEGY. MARKETING. BRANDING. PRODUCT DESIGNER. IxD. UXD. UID.

 JOSHUAPEKERA.COM  JPEKERA@ME.COM  205.534.6769



REFERENCES

Greg Davis	 view LinkedIn profile	 205.394.1778	 greg@dgroupes.com
Robert Montgomery	 view LinkedIn profile	 205.886.6619	 rm-rm@comcast.net
Michael Wilson	 view LinkedIn profile	 205.344.4185	 wmwilson@afflink.com
Gary Hussey	 view LinkedIn profile	 205.535.5736	 gussey@bossninja.com
Paris Vega	 view LinkedIn profile	 205.886.3251	 paris@parisvega.com
Carrie Montgomery	 view LinkedIn profile	 205.789.9821	 cfmontgomery23@gmail.com
Tom Sharp	 view LinkedIn profile	 205.394.5930	 tom@wycomp.com