



JOANNE SEPHINE

MARKETING EXECUTIVE

joanne@joannesephine.com 212-734-3533 917-797-9945

<http://www.linkedin.com/in/joannesephine>

ABOUT ME

I have played key leadership roles with Brand Asset responsibility, delivering proven results within varied industries for Image/Lifestyle brands. Strategic Direction. Branding, Positioning, Creative Direction, Design and implementation, oversee Operations from concept to completion, driving Strategic/Operational synchronicity of Integrated Marketing campaigns across Multi-Media Platforms.

AREAS OF EXPERTISE

BUSINESS:

Branding/Marketing Team Management
Account Management
Full Cycle C-Level New Business Development
Sales Team Management
Budget Establishment, Optimization, ROI
Recruiting, Training, Team building
Strong Motivational Leadership

MARKETING:

Vision, Mission, & Values Statement Development
Strategic Planning/Plan Formulation
Brand Positioning/Re-Positioning/Brand Voice
Creative Direction/Supervision
Digital/Social/Mobile Strategy
Traditional Marketing Campaigns
Events, Photography Video Production
Superb writing, design, presentation skills

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, CREATIVE, Bionic Crayon, LLC, NYC, 2008 – Present, <http://www.bioniccrayon.com>
Brand Image responsibility, Thought Leadership, Client Partnership, Brand Positioning, New Product Launches, Creative responsibility for all Digital and Traditional platforms. Supervise national team of senior designers, web developers, SEO/SEM, copywriters and bloggers, photographers, public relations, print and digital publications, market researchers, video producers, stylists, talent and printers. Business Development.

VICE PRESIDENT SPONSORSHIP, Board of Directors, NY Women in Communications, 2009 – 2012

DIRECTOR OF OPERATIONS, Matrix Committee – 2004 - 2012

Key Leadership role, Raised \$1MM – Matrix Awards and NYWICI Scholarship Endowment;
Recipient – 2012 NYWICI Foundation Empowerment Grant

DIRECTOR CLIENT SERVICES, Catboys Communications Inc., NYC, 2000 – 2008

Strategic Marketing, Integrated Advertising Campaigns for Luxury, Retail and CPG Markets

MANAGER MARKETING, Gammon Ragonese Associates, NYC, 1998 – 2000

New Business Development for award winning Consumer Package Goods design agency. Secured 50+ EVP level reviews with F500 firms within an 18-month campaign.

EDUCATION

Noble Desktop – Adobe Creative Suite – InDesign, Photoshop, Illustrator

Art Students League, NYC - Fine Arts, Life Member

School of Visual Arts, NYC - Graphic Design - with Milton Glaser; Illustration - with James McMullan

University of the Arts, Philadelphia, PA - Illustration

AWARDS

2012 New York Women In Communications Foundation Empowerment Grant