

JOSEPH A. DIPASTENA

CREATIVE DIRECTION, & DESIGN

Advertising creative executive with more than 15 years experience managing a corporate internal creative department or leading a creative team within an advertising and marketing agency.

Proven ability to understand clients' strategic goals, brand, customers (both internal and external) and operational structure; analyze the creative team, environment, processes, technologies, etc, to determine areas of opportunity; build and direct a creative functions aligned with and in support of client (and agency's) goals.

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EDUCATION

BUFFALO STATE COLLEGE (SUNY) | BACHELORS OF SCIENCE | Concentration: Graphic Design

EXPERIENCE

PRESENT

INNERWORKINGS

CREATIVE DIRECTOR / ART DIRECTOR / SENIOR DESIGNER

Creative Direction/Senior Designer

JANUARY 2016 - NOVEMBER 2016

INGRAM MICRO

CREATIVE DIRECTOR / SENIOR DESIGNER

- Responsible for managing a team of 6 designers, 8 E-commerce/Merchandisers
- Provide high-level strategic direction
- Work closely with marketing and Digital Content team
- Manage multiple projects
- Lead brainstorm sessions
- Provide leadership and motivation to designers

OCTOBER 2012 - JANUARY 2016

INFORMA

CREATIVE DIRECTOR / SENIOR DESIGNER

- Responsible for managing a team of 7 designers, 12 publications, multiple major exhibit events throughout the year.
- Provide high-level strategic direction
- Work closely with marketing and sales team developing tools for print, web, and video
- Manage multiple projects
- Lead brainstorm sessions
- Provide leadership and motivation to designers

SEPTEMBER 2005 - AUGUST 2009

AIR MARKETING

CREATIVE DIRECTOR / SENIOR DESIGNER

Responsible for all creative aspects of all advertising campaigns handled by the agency. Directed concept development, art direction, copy writing and final. Established the creative philosophy for the agency and set the standards for work product and employee performance. Managed and mentored staff of six. Also had bottom-line responsibility for the agency as well as budget oversight for clients.

AUGUST 2003 - 2005 Phoenix, Arizona

INTERNATIONAL CRUISE & EXCURSIONS, INC. (ICE)

CREATIVE DIRECTOR / SENIOR DESIGNER

Management responsibilities for entire creative department. Responsible for new business development and agency growth; creative and production protocols, creative standards, and employee performance.

- Editor of ICE's three major leisure publications with circulation exceeding more than 200,000.
- Responsible for conceptualizing and development of the entire production process from strategy implementation through delivery of our final product(s)
- Create company marketing materials
- Manage and develop a strong accountable Production Team
- Manage all communication flow to/from clients through production system
- Staff coordination and resource selection of all projects
- Received numerous industry awards for design and packaging

CREATIVE MANAGER/DIRECTOR

SMARTPRACTICE

JULY 2001 - AUGUST 2003 Phoenix, Arizona

Responsible for directing the creation and development of all new print products and ASI products for medical, dental, veterinarian, chiropractic, cosmetic dentistry, cosmetic surgery and real estate.

- Managed department budget for all new product development design
- Managed a team of designers
- Managed freelance artists, copywriters and photographers
- Sourced new product ideas for future products
- Assisted in training employees about printed products
- Managed all employee hiring, terminations, reviews and salary increases

SKILLS

ADOBE SUITES

InDesign

PhotoShop

Illustrator

Muse

KeyNote

REFERENCES

Ewan Pidgeon
INGRAM MICRO (Creative Dir.)
949-463-7099
ewan.pidgeon@ingrammicro.com

Justin Wright
President Building Business Lines
ARCADIS
312-286-5052
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