

JOSEPH WINTERS

Joseph Anthony Winters

Mobile

(702) 468-2639

Email

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Online Portfolio

<http://www.reactatx.com>

Design & Creative Skill Sets

Identity & Branding
Logo And Trademark Development
Traditional Print Media
Magazine Ads And Spreads
Catalog & Magazine Publishing
Large Format Graphic Design
Product Packaging & Labels
Product Photography
Web And Digital Media Design

Technology Skill Sets

Magento eCommerce
Email Marketing Campaigns
DotNetNuke Web Portals
HTML & Web Technologies
CSS Styling & UI Concepts
iPad Digital Publishing
Search Engine Optimization

Marketing Skill Sets

Customer Data Segmentation
Campaign Development
Conversion Strategies
Social Media Marketing
Press Releases & Copywriting

Leadership Skill Sets

Project & Time Management
Project Organization
Creative Direction & Standards
Budget & Timeline Creation
Department Lead
Decision Maker

Application Knowledge

Adobe Creative Cloud
Simple Video Editing
Adobe Web Technologies
Adobe DPS Tools
Mailchimp
Magento Enterprise & Community
Stone Edge
Basecamp



OBJECTIVE

To be a great Creative Director and Graphic Artist by demonstrating my ability to extend cutting edge graphic design, organized leadership, project management, and the development of powerful and effective marketing strategies in the ultimate end goal of delivering my talent for impeccable design and dedication to responsibilities given with a like-minded company and team of supporting colleagues. My track-record of creative leadership and direction to fuel growth, restore powerful brand dominance, and generate revenue with highly regarded marketing campaigns have proven my proficiency and demonstrated my vast skill set.

QUALIFICATIONS

- Real World Experience In Graphic Design & Creative Roles For 15 Years
- Real World Experience In Leadership & Management Roles For 9 Years
- Advanced Understanding Of Mainstream Creative Design Applications
- Impeccable Design Knowledge Of Branding, Packaging, And Publications
- First Hand Experience With Catalog Layout, Magazine, Planning, And Organization
- Skillful And Knowledgeable In Marketing Plan And Budget Development
- Experienced In Time Management, Including Projects And Personnel
- 4 Years Experience With Non-Profit & Trade Associations
- 10 Years Experience With The Kitchen & Bath Remodeling Industry
- Deep Understanding Of B2B (Business To Business) Marketing
- Experienced In Creating eCommerce Environments
- Experienced In Creating Digital Advertising, Including Websites, Ads, And Emails

EMPLOYMENT HISTORY

Creative Director - Domain Industries, Inc., Austin TX

September 2009 - February 2015

- Demonstrated 10-20% growth year over year in sales due to marketing initiatives
- Grew B2B returning customers from 2,000 to 13,000
- Grew catalog subscriptions from 5,000 to 45,000
- Managed a team of designers, developers, and marketing assistants
- Created, recommended, and executed yearly marketing budget & strategies
- Designed catalog, magazine, and product packaging
- Created eCommerce system and workflow for online orders and backend fulfillment
- Overseen all design, product photography, copy writing, pr opportunities, and web development

Creative Director - ISFA (International Surface Fabricators Association), Several USA Locations

August 2006 - September 2009

- Spearheaded the structure and adoption of bringing all marketing and collateral in-house
- Directly cut marketing spending while creating more marketing opportunities
- Helped transition the association to a whole new set of visions and member objectives
- Re-branded and modernized the ISFA look and collateral
- Managed and designed the rebirth of the associations magazine
- Discovered new ways to grow membership numbers through creative industry ad placement
- Overseen all design, event and trade show booths, copy writing, pr opportunities, print, and web development

Creative Lead & Project Manager - SCA Architectural Design, Henderson NV

March 2005 - August 2006

- Lead their creative department with project management and design direction
- Structured their large format printing and signage department
- Met with clients daily to assure design and creative expectations were met
- Collaborated with the architectural side on design projects and mock-ups
- Overseen all creative design, print, digital, and web development

Graphic Designer & Project Manager - Ad Images, Henderson NV

January 2004 - March 2005

- Lead the promotional printing division for all printed products and full-color posters
- Worked with clients to develop brands, product brochures, business cards, and flyers
- Designed large format posters, external building signs and internal signage
- Managed file preparation and processing, as well as submitting to trade printers for final run
- Cut, trimmed, and applied vinyl for signage, cars, and exterior graphics

Graphic Designer & Sign Artist - Button King, Las Vegas NV

May 2002 - January 2004

- Created promotional printing, business cards, flyers, buttons and vinyl banners
- Worked with department leads to create fluid design throughout all clients jobs
- Designed large format posters, external building signs and internal signage
- Managed file preparation and processing for button die-cutting and production
- Cut, trimmed, and applied vinyl for signage, cars, and exterior graphics

EDUCATION & KNOWLEDGE

Education Level - High School Diploma With Special Emphasis On Graphic Design, 2 Years of College

- High School - Advanced Technologies Academy, 1998 - 2002, Major in Graphic Design
- College - Art Institute of Las Vegas, 2002 - 2005, Major in Multimedia & Web Design
- Continuing Education - PHP Development Course 101, Austin Community College 2011
- Continuing Education - Marketing And Developing eCommerce, Magento Imagine Conference 2011
- Continuing Education - SXSW Interactive Conference And Sessions 2013, 2014

REFERENCES

Robert Oxley - Executive Director of ISFA - (720) 538-6607

Russ Lee - Owner SitesNSolutions and Executive Director of ISFA - (801) 735-7606

Salary and supervisor information available upon request.