

JOEYMAIOCCO

Cincinnati, OH / 513.300.8101

phonetic.co / joey.maiocco@gmail.com

EXPERIENCE

Cincinnati 2030 District - Board Member - Cincinnati, OH

12/2017 – Present

- Played key role in the formation of the Cincinnati 2030 District and now sit on Advisory Board with other key stakeholders
- Providing creative and marketing oversight to better engage with community to meet ambitious goals of the 2030 District
- Producing multiple short videos and website to help excite potential members about joining the district

Newsy – Brand Studio Producer - Cincinnati, OH

06/2016 – Present

- Second hire in newly established Brand Studio department committed to creating newsworthy content for sponsoring brands.
- Providing creative strategy, execution, and oversight for clients such as GE, Cincinnati Children's Hospital, and Dunkin'
- Architected streamlined creative system for better collaboration among internal and external partners
 - Including a cloud based folder structure, Standard Operating Procedures and Creative Guidelines.
- Production of original series, one of which created a sustainability district in Cincinnati, OH

PWG | Network Solutions – Creative Director - Florence, KY

11/2015 – 06/2016

- Strategy and development of corporate rebrand to include Brand Vision/Why Statement, Founding Documents, Logo, Marketing Collateral, Stationery, Website, and other Go-to-Market assets
- Development of strategy and creative implementation into newly emerging market, Internet of Things

Sickboat Creative Group – Partner – Long Beach, CA | Cincinnati, OH

10/2013 – Present

- Partner in a freelance creative network organization servicing clients with branding, content, and motion needs
- Financial oversight, project management, and client relations for startups and established brands
- Strategy development, creative vision, and brand guidelines during initial start up phase
- Ran successful Kickstarter campaign that raised 115% of goal in 30 days

Sanuk Footwear – Content Marketing Director - Irvine, CA

02/2009 – 04/2015

- Led numerous successful integrated marketing campaigns that drove awareness and increased sales from \$15 million to \$114 million in annual sales over 6 years
- Strategy, development, and implementation of Original Content Marketing that was used by global partners on Social, In-store, and Broadcast (ABC, NBC, and Travel Channel, among others)
- Oversight of Sanuk.com, which grew from \$900k to \$14 million in annual sales over my 6+ years
- Created an inclusive creative culture that resonated throughout the entire organization. This included company function/party planning, leader on the volunteer committee, and being a face for the brand between 2009-2012

US Army – Light Wheel Mechanic & Military Police

08/2000 – 08/2008

- Served 8 years in the US Army and Ohio Army National Guard with two successful deployments in support of Operation Enduring Freedom. Bagram, Afghanistan in 2003, and Kaiserslautern, Germany in 2006. Honorable Discharge

EDUCATION

University of Santa Barbara – College of Business

05/2014

Project Management – Certificate only

University of Cincinnati – College Conservatory of Music

01/2002 – 12/2005

BFA Electronic Media (cum laude) – Emphasis in Film and Interactive Web Design

Honors/Awards – Dean's List / Golden Key International Honour Society / 2005 Ziv Award Winner

SKILLS

- **Digital** – Copywriting, Social Media Marketing, Advertising, WordPress, Muse, Photoshop, Illustrator, UI/UX, Dreamweaver, HTML, CSS
- **Motion** – Photography, lifestyle lighting, studio lighting, studio construction, Final Cut, Premiere, Avid, After Effects, E3D, Documentary Filmmaking, Audio Engineering, Camera Operator
- **Account Based** – Strategy, Client Relations, Project Management, Presentation Design