

# JOEYMAIOCCO

Strategy, Branding and Content  
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## EXPERIENCE

### University of Cincinnati, Electronic Media Division - Adjunct Professor

01/2020 – Present

- Teaching Intro to Media Production II for Majors and Non-majors.
- This class covers the fundamentals of storytelling and the processes of bringing those stories to life. From pre-production, to production, to the post production process, this course shows simple yet effective equipment setups, various shooting techniques, and editing processes that I have developed over the past 15+ years working in this field that help students go from idea to execution.

### E.W. Scripps Company, Newsy – Senior Producer, Newsy Brand Studio - Cincinnati, OH

06/2016 – Present

- Helped launch the Newsy Brand Studio, the custom content arm of Newsy for Brands and Sponsors.
- Providing creative strategy, execution, project management, and oversight for clients such as General Electric, Cincinnati Children's Hospital, P&G, Leesa Mattress, Sustainable Brands, and Dunkin' as well as a number of local non-profits.
- Established key operational hierarchies including:
  - Developed Dropbox based editing system for team editing / remote contractors, Standard Operating Procedures, Creative Direction/Brand Guidelines, and a portfolio website for lead generation.
- Lead Editor - In the Loop, a 30 minute nightly news show airing Monday - Thursday (7pm) on Newsy's Cable and Over-the-Top channels, as well as the Scripps National Networks.

### Cincinnati 2030 District - Board Member - Cincinnati, OH

12/2017 – Present

- Was a part of the "core group" that got the Cincinnati 2030 District off the ground. 2030 Districts are a collection of buildings and businesses, normally in a city's downtown core that commit to reducing their buildings energy, water, and transportation related emissions by 50% by the year 2030. There are 22 cities across the US and Canada that have formed Districts. Cincinnati was the 21st.
- Providing strategy, creative development, and marketing oversight to help better engage with the community to meet the ambitious goals of the District.
- Directed and Produced a 24 minute documentary about the formation of the District. Feature length coming in 2021!!!

### Sickboat LLC. – Co-Founder, Creative Director – Melbourne, Australia | Cincinnati, OH

10/2013 – Present

- Co-Founder of Sickboat Creative Studios, a global design, video production, and 3D motion graphics company.
- Developed ecommerce platform for digital assets to be sold to editors and motion artists.

### 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.

### 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 six 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)
- Created an inclusive creative culture that resonated throughout the entire organization. This included company

function/party planning, leader on the volunteer committee, and being an internal 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

**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**

- **Strategy/Ideation** - Copywriting, Scripting, Storyboarding, Story Mapping, Campaign Architecture, Go-to-Market Strategy
- **Digital** – Social Media Marketing, WordPress, Adobe XD, Photoshop, Illustrator, UI/UX, Dreamweaver, HTML, CSS
- **Motion** – Photography, Camera Operator, Part 107 Drone Certified, Final Cut, Premiere, Avid, After Effects, Lite 3D, Documentary Filmmaking, Audio Mixing, Color Correction.
- **Account Based** – Client Relations, Project Management, Presentation Design, Media Asset Architecture