

► Joseph Colucci

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My Career

I begin with the end in mind when embarking on any creative endeavor. By never losing sight of what the ultimate vision is, I have had great success satisfying all stakeholders. Experience has taught me to place a high value on the intended audience making certain I fully understand what moves them, what evokes their emotion and what ultimately inspires them to act. Whether I am functioning from the production side or managing a team, the approach, goals and tactics have remained the same.

Core Competencies

- High level brand/account/project management and client facing capabilities
- Can plan, oversee and create video content, print media, websites, site maps, UX and UI flow charts, creative briefs and project plans that account for timeline, budget and quality
- Ability to listen, assess business needs quickly, and apply a variety of solutions.
- Productive and proactive team management and communication skills.
- Knowledge of website architecture, design and development, CRM's, CMS's and various software applications including, HTML, CSS, WordPress, Constant Contact, etc.
- Accomplished in providing creative marketing and brand management solutions.
- Can create print media including; brochures, adverts, etc. using Adobe tools InDesign, Illustrator and Photoshop
- Understanding of the IT space, SEO, SEM and online resources including social media and networking platforms.
- Video capabilities utilizing After Effects, Premiere and various 3rd party tools such as; Element 3D, Optical Flares and the Red Giant Suite
- Currently - NJ Life & Health Insurance Licensed Formerly - Series 7, 6 and 63 Licensed.
- Former PGA Class B Professional, All-State HS Baseball player and Toronto Blue Jay prospect.

Success Profile

I am committed to core values that lead to success, including: effort, integrity, ethics, accountability, knowledge, self-sufficiency, and clear communication. I am a team player and leader with success in managing both direct reports and ad-hoc teams to close business and achieve goals.

Relevant Executive Experience

Designer, Project Manager, Account Director JK Design Hillsborough, NJ – April 2005 to June 2013

Delivered assets for traditional print design and digital design. Created, edited and/or delivered assets for websites, video and print production.

Responsible for business analysis, IA, AR, AP and project/account oversight. Created functional specification documents, bid proposals and conducted client meetings presenting timeline and status updates. Coordinated efforts of designers, developers and vendors, and oversaw the flow of all creative and technical materials and assets.

Senior Account Director and new business development specialist for major accounts. Identified, pitched and sold millions of dollars in opportunities with major clients such as; Siemens, IFF, Pharmachem, Wells Fargo, Hamamatsu and Solaris Health Systems. Subsequently managed those clients, as well as, the Project Managers and Creative Specialists working on the accounts.

Independent Creative Solutions Consultant – June 2013 to Current

Prospected to, sold and provided services in sales, marketing, design and development, as well as, project oversight for digital initiatives to various entities including Blue Fountain Media, The Township of Warren, Word Workshop, VXD Systems and intelliSante.

Graphic/Web Design Instructor, Protrain Institute Eatontown, NJ – April 2008 to April 2009

Part-time Instructor responsible for teaching classes in Photoshop, HTML/Dreamweaver and Flash in a post high school environment. Responsible for following syllabus, creating and grading tests and projects, as well as, syllabus improvement.

Financial Services Representative – TD Bank, Howell, NJ – July 2017 to Current

Primary focus on providing investment solutions and strategies for existing and new clients. Responsible for account openings, management and expansion for personal and business customers, as well as, offering financial solutions such as; secured and non-secured loans, mortgages, wealth management, etc. Consistent history of exceeding quotas.

Owner - MyBaseballProfile.com – June 2015 to Current

Film, edit and produce baseball skills videos and create online profiles for high school scholar/athletes pursuing baseball and softball careers at the college level.

Education

Certificate in Multimedia Design - 2005 | The Chubb Institute, North Brunswick, NJ | GPA 3.96

Giving Back

Communications Committee member, Monmouth County Long-Term Recovery Group

Former Board member, Interfaith Caregivers of Greater Mercer County

Volunteer Coach Howell South Little League and Howell Basketball Club 2008-2017