

# PETER DIPERSIO | CMO & CREATIVE DIRECTOR

## THOUGHTFUL LEADER CREATIVE INNOVATOR



I'm currently the Chief Marketing Officer at *Gnome* (Denver, CO). I've recently held the positions of Fractional Chief Marketing Officer & Marketing Director at *Integrity Home Health* (Aurora, CO). And as Creative Director & Vice President of Marketing Communications at *George K. Baum & Company* (Denver, CO) for the previous eight years, I offer more than 25 years of national and industry experience. I've also held the positions of Supervisor of Creative Services at *Globus family of brands* (Littleton, CO) and Senior Art Director at *Weaver Multimedia Group* (Denver, CO). I'm uniquely skilled in all aspects of strategic marketing, corporate branding, creative/art direction, identity and logo development, print and digital advertising, UX/UI website design, and B2B/B2C communications. [VISIT WWW.DIPERSIODESIGN.COM](http://www.dipersiodesign.com) FOR PORTFOLIO

### LEADERSHIP; GROWTH

Trained in defining corporate brands, identities and multi-skilled marketing teams, I'm also well-versed in business chemistry, creative initiatives and piloting collaborative, attainable strategies. I also have experience incorporating strategic marketing visions and practical goals while carefully nurturing and evolving business development and innovation.

#### CAPABILITY LEVELS



### HARDWARE; CAPACITY

I'm competent and proficient in: targeted multimedia communications; branding, identity and logo development; multi-phased marketing solutions; publication design; creative and art direction; digital and social media marketing campaigns; interactive website design; multimedia advertising; digital product photography; story editing; and corporate copywriting.

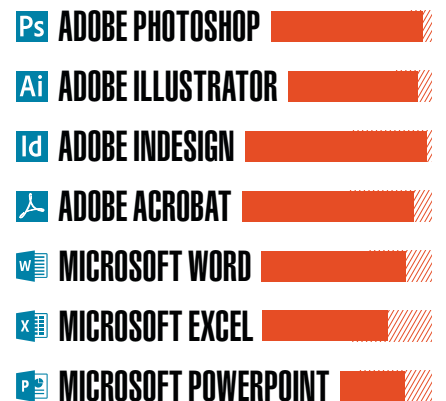
#### APTITUDE LEVELS



### SOFTWARE; DESIGN

I'm keenly adept in both Macintosh and Microsoft platforms with progressive skills in relevant branding strategies, logo development and creative targeted marketing. I also possess a unique skill-set in print and digital publication design and composition. And of course, I'm exceptionally fluent in all the obligatory design applications and software.

#### EFFICIENCY LEVELS



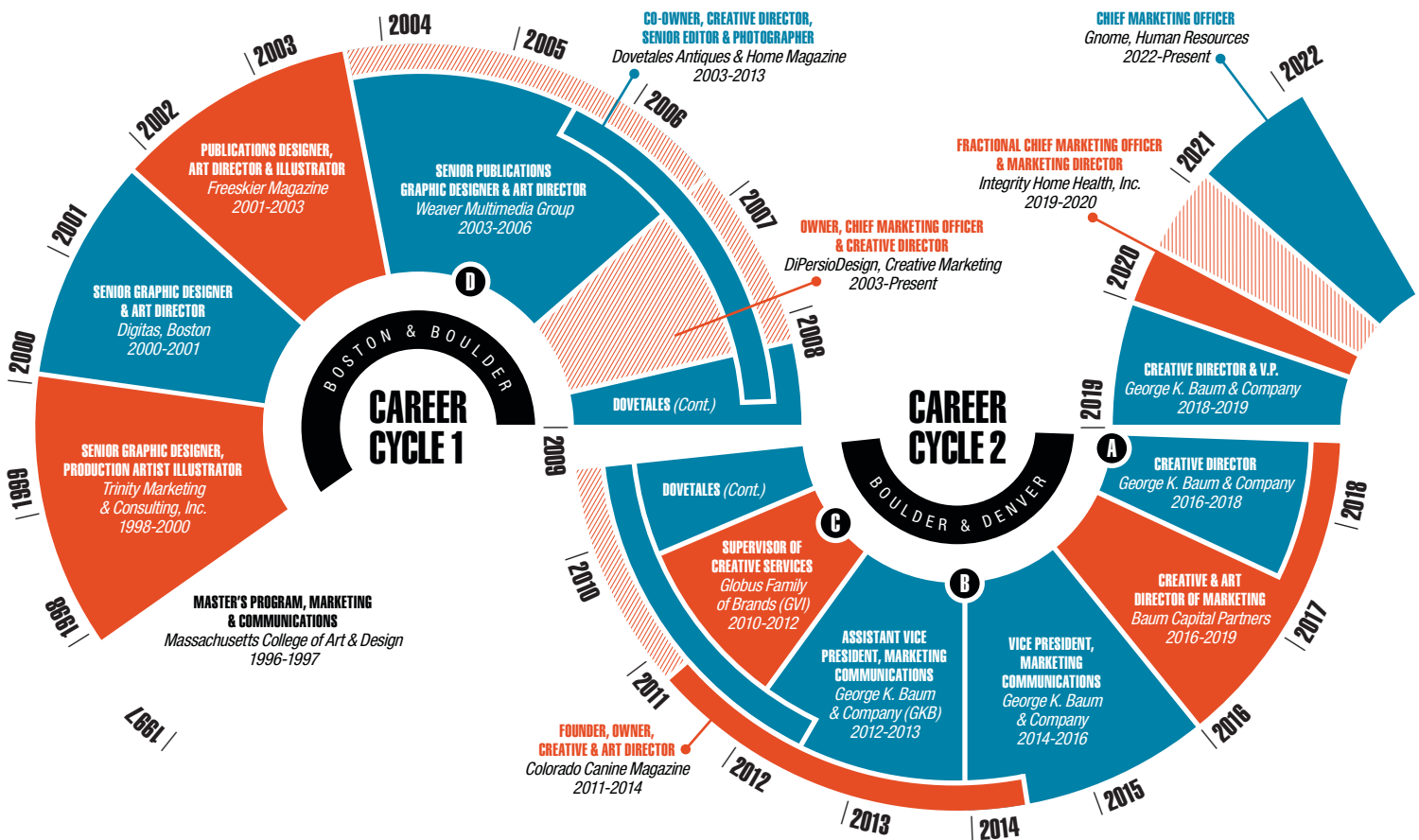
### A COMPILATION; MY UNIQUE FEATURES



- |                             |                              |                                |                             |                                 |
|-----------------------------|------------------------------|--------------------------------|-----------------------------|---------------------------------|
| Target Marketing & Strategy | Magazine Design & Production | Promotional Products Branding  | Vector Art & Restoration    | Editorial & Publication Editing |
| Digital Photo Retouching    | Story Editing & Proofing     | Digital Infographics Creation  | Event Branding & Management | Product Packaging Design        |
| Freehand Art & Illustration | Print & On-line Advertising  | Presentation & Design Training | Conference Content Branding | Social Media Content Creation   |

### A RESPONSE; CALL OR E-MAIL?

turn over for... WORK HISTORY & EXPERIENCE



#### GNOME, HUMAN RESOURCES

##### CHIEF MARKETING OFFICER

Designed and directed a full grass-roots identity campaign and branding strategy for the new Gnome brand; Maintained and set strategic focus for all marketing efforts and budgets

#### INTEGRITY HOME HEALTH

##### CMO & MARKETING DIRECTOR

Developed and managed the creative direction of IHH's full brand, including all marketing materials, communications

#### GEORGE K. BAUM & COMPANY

##### CREATIVE DIRECTOR OF MARKETING

Managed and evolved the GKB brand, including all corporate materials, marketing collateral and events; Supervised all firm-wide production time-lines, resources and project schedules

#### NATIONAL BUSINESS OFFICERS ASSOCIATION (NBOA)

Lead Creative/Art Director for all conference materials

#### UTAH GOVERNMENT FINANCE OFFICERS ASSOCIATION (UGFOA)

Art Director and Production Designer for event materials

#### BAUM CAPITAL PARTNERS

##### CREATIVE & ART DIRECTOR

Developed grass-roots stages of the Baum brand; Created and launched logo identity, on-line presence and sales materials

#### GLOBUS FAMILY OF BRANDS

##### SUPERVISOR OF CREATIVE SERVICES

Managed GVI's national and world-wide travel and tourism publications design team; Supervised and directed seven art directors, designers and production artists for GVI

#### GLOBUS, COSMOS, MONOGRAMS & AVALON WATERWAYS

Design/Art Supervisor of all GVI extended publications; Created and supervised guides and sales products for Globus First-Class Touring; Directed print ads, materials and national publications for Cosmos Affordable Touring; Art Supervisor of all printed and on-line tour guides for Avalon Waterways

#### DIPERSIODESIGN CREATIVE

##### OWNER & FREELANCE DESIGNER

Offered marketing and creative communication solutions, including brand identity, logo design, website design, print publications, advertising, media collateral campaigns, unique and responsive marketing products, custom illustrations, copywriting, and photography

#### COLORADO CANINE MAGAZINE

##### FOUNDER & CREATIVE DIRECTOR

Directed location photoshoots, designed layouts, wrote and edited articles, and executed delivery-area logistics

#### DOVETALES ANTIQUES & HOME

##### CO-OWNER, CREATOR & PRODUCER

Co-founded and launched the DA&H magazine brand; Created, designed, published and distributed a decade of volumes along the East Coast

#### WEAVER MULTIMEDIA GROUP

##### SENIOR PUBLICATIONS DESIGNER

Designed and managed five market cities, including Chicago, IL, New Orleans, LA, and San Jose, CA; Created travel and tourism publications, managed photography databases, and produced print advertisements

#### CCVB, NOCVB & SJCVB

Art Director, Designer and Manager of all publications, guides and sales materials for Chicago, New Orleans and San Jose Convention & Visitors Bureaus

#### FREESKIER MAGAZINE

##### PUBLICATIONS DESIGNER

Provided design, content and layout support for all volumes, including story editing, art direction, advertisements and freehand illustrations

#### DIGITAS, BOSTON

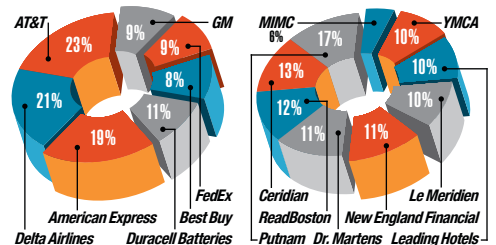
##### SENIOR GRAPHIC DESIGNER

Designed and produced a wide range of agency print collateral, sales products, direct mail materials and corporate ads

#### TRINITY MARKETING, INC.

##### DESIGNER & PRODUCTION ARTIST

Produced and designed agency-specific market collateral, print advertisements, corporate brand standards, collaborative storyboards and sales pieces



## HIGHER EDUCATION; UNIVERSITY & MASTER'S

In 1996, I graduated from Franklin Pierce University in Rindge, NH (summa cum laude, 3.9 gpa), with a degree in Graphic Communications & Marketing and a minor in Fine Arts. I then continued my education with graduate study at Massachusetts College of Art & Design in Boston, MA (spring semester, 4.0 gpa), in the Marketing & Communications Master's Program.

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**RESPONSE; CALL OR E-MAIL?** OR

turn over for... **COMPETENCIES & SKILL-SET**

# DIPERSIO DESIGN | CREATIVE

## HELLO, MY NAME IS PETER DIPERSIO

### BRIEFING; CLIENTS



I'm currently the Chief Marketing Officer at *Gnome* (Denver, CO). I've recently held the positions of Fractional Chief Marketing Officer & Marketing Director at *Integrity Home Health* (Aurora, CO). And as Creative Director & Vice President of Marketing Communications at *George K. Baum & Company* (Denver, CO) for the previous eight years, I offer more than 25 years of national and industry experience. I've also held the positions of Supervisor of Creative Services at *Globus family of brands* (Littleton, CO) and Senior Art Director at *Weaver Multimedia Group* (Denver, CO). I'm uniquely skilled in all aspects of strategic marketing, corporate branding, creative/art direction, identity and logo development, print and digital advertising, UX/UI website design, and B2B/B2C communications. [VISIT WWW.DIPERSIODESIGN.COM](http://www.dipersiodesign.com) FOR PORTFOLIO

### SOFTWARE; COMPUTER STUFF

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I'VE TOTALLY HEARD OF THESE

Ps	ADOBE PHOTOSHOP	level: super diva
Ai	ADOBE ILLUSTRATOR	level: top dog
Id	ADOBE INDESIGN	level: supreme master
Acrobat	ADOBE ACROBAT	level: like, soooooooo good
W	MICROSOFT WORD	level: just tremendous
X	MICROSOFT EXCEL	level: wicked pissah
P	MICROSOFT POWERPOINT	level: insert funny line
O	MICROSOFT OUTLOOK	level: nice & easy

### HARDWARE; BRAINY STUFF

I'm keenly proficient in: targeted multimedia communications; brand identity and logo design; integrated marketing solutions; magazine production; creative direction; digital and social media marketing campaigns; interactive website design; print and digital advertising; digital photography; story editing; and corporate copywriting.

THE MARKETING OF MARKETING

Lightbulb	IDENTITY & BRANDING	level: superior being
Notepad	CONTENT & CREATIVE WRITING	level: maximum strength
Speech bubbles	INFOGRAPHICS DESIGN	level: f*@!ing yoda
Apple	LOGO DESIGN & DEVELOPMENT	level: jumping the shark
Book	PUBLICATION DESIGN	level: excitable expert
Website	WEBSITE DESIGN & DEVELOPMENT	level: master builder
Camera	PHOTOGRAPHY	level: seasoned semi-pro
Typewriter	TYPOGRAPHY	level: what box?

### A COMPILATION; MY UNIQUE FEATURES



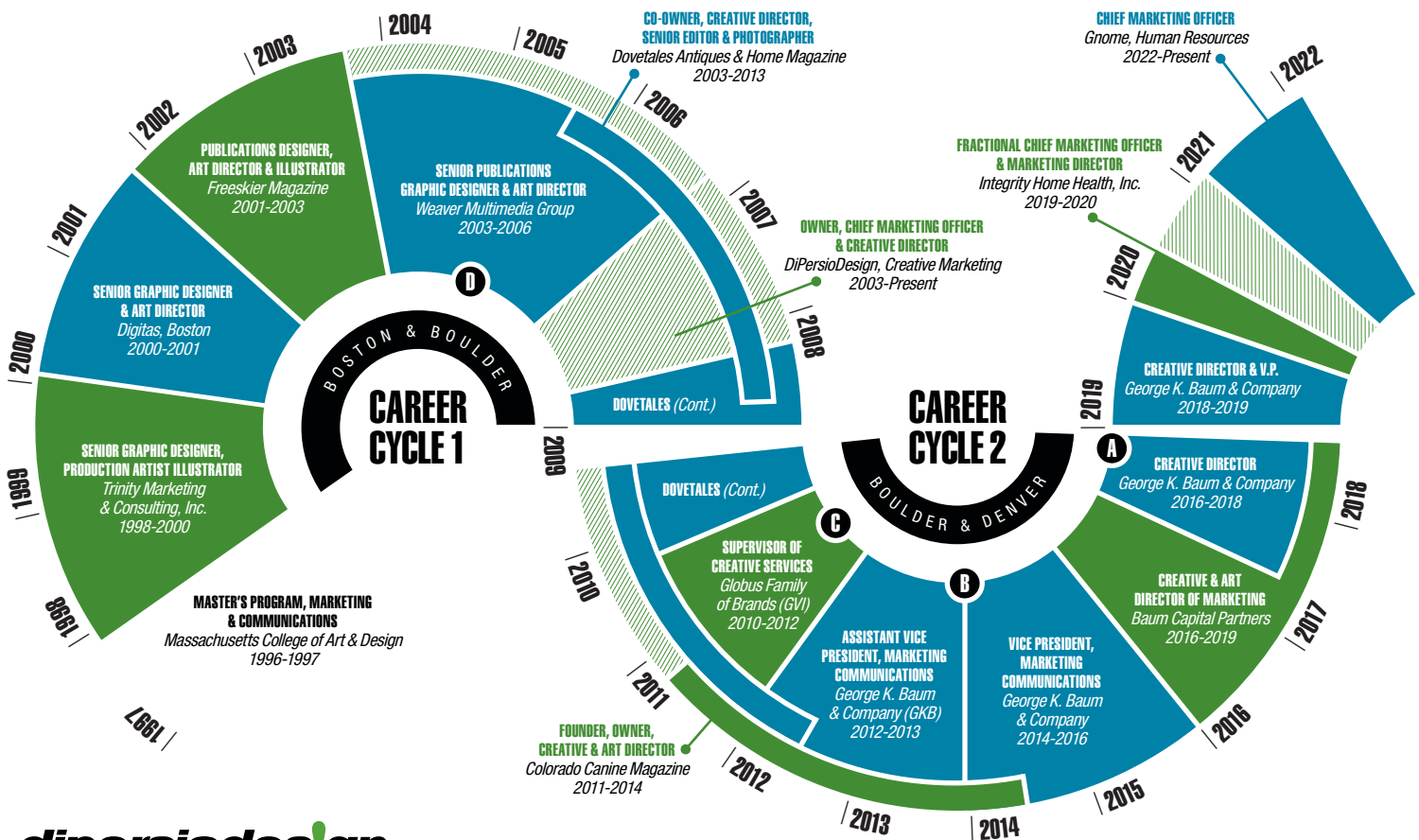
Target Marketing & Strategy	Magazine Design & Production	Promotional Products Branding	Vector Art & Restoration	Editorial & Publication Editing
Digital Photo Retouching	Story Editing & Proofing	Digital Infographics Creation	Event Branding & Management	Product Packaging Design
Freehand Art & Illustration	Print & On-line Advertising	Presentation & Design Training	Conference Content Branding	Social Media Content Creation

### A RESPONSE; CALL OR FAST TRASH?



Please recycle. Thanks for playing!





## dipersiodesign

CREATIVE MARKETING

### GNOME, HUMAN RESOURCES

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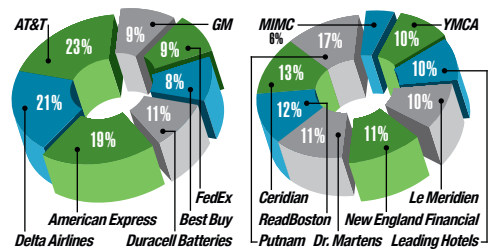
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### TRINITY MARKETING, INC.

#### DESIGNER & PRODUCTION ARTIST

Produced and designed agency-specific market collateral, print advertisements, corporate brand standards, collaborative storyboards and sales pieces



## HIGHER EDUCATION; SMARTY PANTS 3.9

In 1996, I graduated from Franklin Pierce University in Rindge, NH (summa cum laude, 3.9 gpa), with a degree in Graphic Communications & Marketing and a minor in Fine Arts. I then continued my education with graduate study at Massachusetts College of Art & Design in Boston, MA (spring semester, 4.0 gpa), in the Marketing & Communications Master's Program.

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## A RESPONSE; CALL OR FAST TRASH?



Please recycle. Thanks for playing!

COMPETENCIES & SKILL-SET

## PETER DIPERSIO

*Chief Marketing Officer, Creative & Marketing Director*

Email: peter@dipersiodesign.com

Website: www.DiPersioDesign.com

Phone: (303) 859-1996

LinkedIn URL: www.Linkedin.com/in/PeterDiPersio

### SUMMARY:

I'm uniquely skilled in all aspects of strategic marketing, corporate branding, creative and art direction, identity and logo development, team leadership and business development, print and digital advertising, UX/UI website design, B2B/B2C communications, content creation and editing, and custom infographics design.

I'm currently the Chief Marketing Officer at *Gnome* (Denver, CO). I've recently held the positions of Fractional Chief Marketing Officer & Marketing Director at *Integrity Home Health* (Aurora, CO). And as Creative Director & Vice President of Marketing Communications at *George K. Baum & Company* (Denver, CO) for the previous eight years, I offer more than 25 years of national and industry experience. I've also held the positions of Supervisor of Creative Services at *Globus family of brands* (Littleton, CO) and Senior Art Director at *Weaver Multimedia Group* (Denver, CO). Prior to that, I served as the Publications Art Director at *Freemier Magazine*, of *Storm Mountain Media* (Boulder, CO), and Art Director & Senior Designer at *Digitas* (Boston, MA) and *Trinity Communications* (Boston, MA).

### EXPERIENCE:

Trained in defining and managing corporate brands, identities and multi-skilled marketing teams, I'm also versed in the science behind business chemistry, creative marketing initiatives and piloting collaborative, attainable strategies. I've demonstrated my expertise and abilities in incorporating strategic marketing visions and practical goals while carefully nurturing and evolving business development. Some of my clients include: **AT&T, Delta Airlines, Best Buy, Duracell, FedEx, YMCA of Boston, General Electric, GMC, General Motors, Oldsmobile, Stifel and Dr. Martens**

My proven competencies include: targeted multimedia communications; branding, identity and logo development; multi-phased marketing solutions; UX/UI website development, publication design; creative and art direction; digital and social media marketing campaigns; interactive website design; multimedia advertising; digital product photography; story editing; and corporate copywriting.

I'm proficient in both Macintosh and Microsoft platforms with progressive skills in relevant branding strategies and targeted marketing. I also possess a unique skill-set in print and digital publication design and composition. And I'm exceptionally fluent in all the obligatory design applications and software that make all this possible.

### SKILLS & QUALIFICATIONS:

- |                               |                                 |                                 |
|-------------------------------|---------------------------------|---------------------------------|
| • Team Leadership             | • Publication Design            | • Adobe Photoshop               |
| • Project Management          | • Website Design                | • Adobe Illustrator             |
| • Creative Collaboration      | • Digital Photo Retouching      | • Adobe InDesign                |
| • Team Development            | • Freehand Art & Illustration   | • Adobe Acrobat                 |
| • Vendor Management           | • Magazine Design Production    | • Microsoft Word                |
| • B2B/B2C Communications      | • Story Editing & Proofing      | • Microsoft Excel               |
| • Target Marketing & Strategy | • Photography                   | • Microsoft PowerPoint          |
| • Identity & Branding         | • Print & On-Line Advertising   | • Event Brand Planning          |
| • UX/UI Website Development   | • Promo. Products Branding      | • Conference Branding           |
| • Creative Writing            | • Digital Infographics Creation | • Editorial Publication Editing |
| • Infographics Design         | • Presentation Design Training  | • Product Packaging Design      |
| • Logo Development            | • Vector Art & Restoration      | • Social Media Content          |



## **WORK HISTORY:**

### **Gnome, Human Resources — 2022-Present**

#### *Chief Marketing Officer*

Directed all marketing, community relations and branding strategies to develop the new Gnome brand. Planned and executed initiatives to launch the public phase of Gnome's capital campaign. Collaborated with other members of the leadership team and shared expertise related to marketing and communications. Developed and implemented a marketing and communications plan with a focus on generating resources, communicating results and ensuring the brand is relevant and vital to stakeholders. Managed all external communications including websites, email marketing efforts, social media communications, digital marketing and collateral materials. Collaborated with traditional and new media channels to generate interest for all Gnome events and programs. Lead media relations, aggressively secured media stories and served as primary spokesperson in all marketing efforts. Assisted with event scripting and promotions as needed. Developed and managed a massive marketing and communications budget including contracts, social media agencies, graphic designers and other vendors related to communications and branding.

### **Integrity Home Health, Inc. (IHH) — 2019-2020**

#### *Fractional Chief Marketing Officer & Marketing Director*

Developed, maintained and set strategic focus for the IHH brand, all marketing services and materials, and established promotional direction and execution. Managed the creative process, development, creation and production of IHH's entire brand, including, but not limited to: comprehensive marketing budget(s) rollout, visual branding and identity; mission statement(s), messaging and content creation; website design, development and SEO management; sales brochures, mailers, and associated marketing materials (both printed and digital); stationery packages, internal templates/forms; promotional event materials; sales tools, trade shows and presentations; social media development tools; internal/external communications; marketing content writing and editing; infographic sales materials (both printed and digital). Responsible for monitoring, measuring and analyzing the effectiveness of all marketing initiatives, including quarter-end and year-end goals, as they relate to the overall company's goals.

### **George K. Baum & Company (GKB) — 2012-2019**

#### *Vice President & Creative Director, Marketing Communications*

Managed and evolved the GKB brand, including all corporate materials, communications, marketing collateral and events; Supervised firm-wide marketing efforts, production timelines, resources and project schedules.

-National Business Officers Association (NBOA)

*Lead Creative & Art Director for all Conference Materials*

-Utah Government Finance Officers Association (UGFOA)

*Art Director & Production Designer for all Event Materials*

### **BAUM Capital Partners — 2016-2019**

#### *Creative & Art Director*

Developed grass-roots stages of the BAUM brand; Created and launched logo identity, on-line presence and a host of conference and on-line sales materials for clients.

### **Globus Family of Brands (GVI) — 2010-2012**

#### *Supervisor of Creative Services*

Managed GVI's national and world-wide travel and tourism publications design team; Supervised and directed seven art directors, designers and production artists for GVI.

-Globus Escorted Tours  
*Supervisor of Globus Tours' Guides & Sales Products*

-Cosmos Escorted Tours  
*Creative Director of Print Ads, Sales Materials & National Publications*

-Monograms Independent Travel Packages  
*Art Supervisor of Printed & On-Line, Nation-Wide Marketing Collateral Pieces*

-Avalon Waterways Cruises  
*Design & Art Supervisor of Product Publications & Advertisements*

### **Colorado Canine Magazine — 2011-2014**

*Founder & Creative Director*

Directed location photoshoots, designed layouts, wrote and edited articles, and executed delivery-area logistics.

### **Dovetales Antiques & Home Magazine — 2003-2013**

*Co-owner, Creative Director & Editor in Chief*

Designed, published and distributed a decade of volumes along the East Coast of New England and the Atlantic.

### **DiPersioDesign, Creative Marketing — 2003-Present**

*Owner & Chief Executive Officer*

Marketing and creative communication solutions, including brand identity, logo design, website design, print publications, advertising, media collateral campaigns, unique and responsive marketing products, custom illustrations, copywriting, and photography.

### **Weaver Multimedia Group (Weaver Publications) — 2003-2006**

*Senior Tourism Publications & Guides Designer*

Designed and managed five market cities, including Chicago, IL, New Orleans, LA, and San Jose, CA; Created travel and tourism publications, managed photography databases, and produced print advertisements.

-Chicago Convention & Visitors Bureau (CCVB)  
*Designer & Manager of all Publications & Sales Materials for the CCVB*

-New Orleans Convention & Visitors Bureau (NOCVB)  
*Art Director for all NOCVB's Tourism & Event Guides*

-San Jose Convention & Visitors Bureau (SJCVB)  
*Creative Director for the SJCVB Tourism Market & all Associated Publications, Photography & Print Ads*

### **Freeskier Magazine (Storm Mountain Media) — 2001-2003**

*Senior Publications Designer*

Provided design, content and layout support for all volumes, including story editing, art direction, advertisements and freehand carton illustrations.

### **Digitas, Boston — 2000-2001**

*Senior Graphic Designer*

Designed and produced a wide range of agency print collateral, sales products, direct mail materials and corporate ads for a range of nationwide, multi-million-dollar clients.

**Trinity Marketing & Consulting, Inc. (Trinity Communications) — 1998-2000**

*Senior Graphic Designer & Production Artist*

Co-created, designed and coordinated several multi-phased branding campaigns for Boston-based clients; Produced and designed agency-specific market collateral, print advertisements, corporate brand standards, collaborative storyboards and sales pieces.

**EDUCATION:**

**Massachusetts College of Art & Design (MassArt) — 1996-1997**

*Master's Program, Marketing & Communications*

Boston, Massachusetts; GPA: 4.0

**Franklin Pierce University (FPU) — 1992-1996**

*Bachelor of Fine Arts Degree (BFA) in Graphic Communications & Marketing; Minor in Fine Arts*

Rindge, New Hampshire; GPA: 3.9