

PETER DIPERSIO | CMO & CREATIVE DIRECTOR

THOUGHTFUL LEADER CREATIVE INNOVATOR



I'm currently the Owner & Founder of *DiPersioDesign, Creative Marketing*. I've recently held the positions of CMO at *Happy Gnome, HR* (Denver, CO) and Fractional CMO & Marketing Director at *Integrity Home Health, Inc.* (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 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 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 exceptionally proficient in: targeted communications; branding, icon identity and logo development; multi-phased marketing solutions; publication design; creative and art direction; digital and social media campaigns; interactive website evolution; multimedia advertising; digital photography; story editing and lead copywriting.

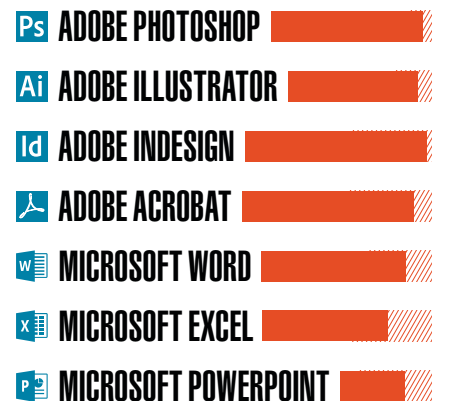
APTITUDE LEVELS



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 fluent in all the obligatory design applications and apt software.

EFFICIENCY LEVELS



A COMPILATION; MY UNIQUE FEATURES



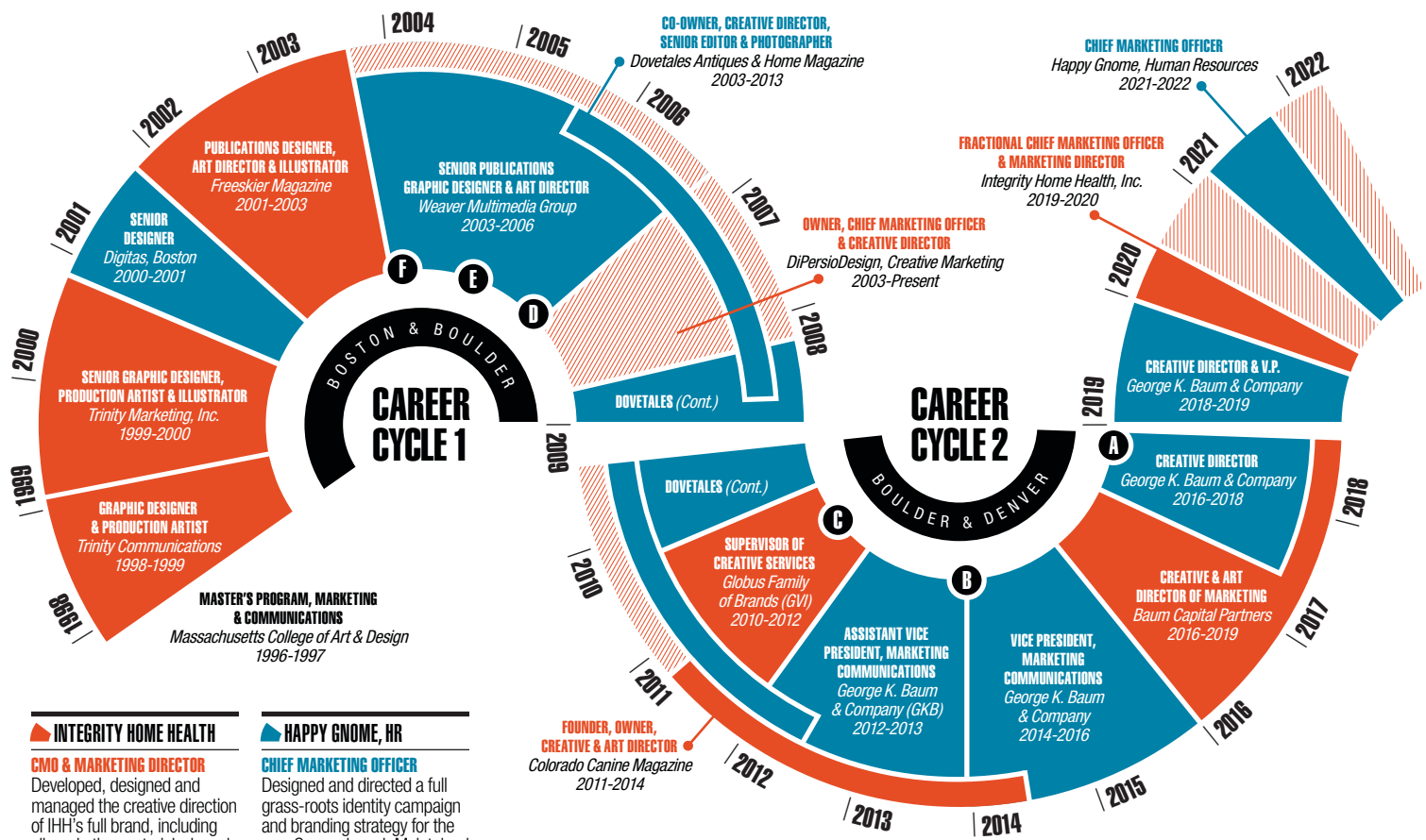
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|-----------------------------|------------------------------|--------------------------------|-----------------------------|---------------------------------|
| Target Marketing & Strategy | Magazine Design & Production | Promotional Products Branding | 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





INTEGRITY HOME HEALTH

CMO & MARKETING DIRECTOR
Developed, designed and managed the creative direction of IHH's full brand, including all marketing materials, brand identity, website production and all B2B communications

HAPPY GNOME, HR

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

GEORGE K. BAUM & COMPANY

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

1 NATIONAL BUSINESS OFFICERS ASSOCIATION (NBOA)
Lead Creative/Art Director for all conference materials

2 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

3 GLOBUS ESCORTED TOURS
Supervisor of Globus tours' guides, international travel packages and products

4 COSMOS ESCORTED TOURS
Creative Director of print ads, sales materials and national publications

5 MONOGRAMS PACKAGES
Art Supervisor of printed and on-line, nation-wide marketing collateral pieces

6 AVALON WATERWAYS CRUISES
Design/Art Supervisor of product publications and ads

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
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

7 CHICAGO CONVENTION & VISITORS BUREAU (CCVB)
Designer and Manager of all publications and sales materials for the CCVB

8 NEW ORLEANS CONVENTION & VISITORS BUREAU (NOCVB)
Art Director for all NOCVB's tourism and event guides

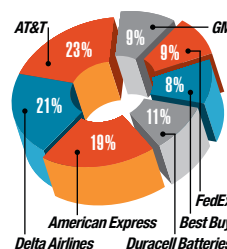
9 SAN JOSE CONVENTION & VISITORS BUREAU (SJCVB)
Creative Director for the SJCVB tourism market and all associated publications, photography and print ads

FREESKIER MAGAZINE

PUBLICATIONS DESIGNER
Provided design and content support for all issues, including story editing, art direction and freehand cartoon illustrations

DIGITAS, BOSTON

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

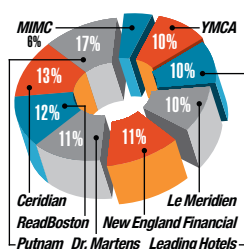


TRINITY MARKETING, INC.

SENIOR GRAPHIC DESIGNER
Developed dozens of multi-phased branding campaigns for Boston-based clients

TRINITY COMMUNICATIONS

DESIGNER & PRODUCTION ARTIST
Produced and designed agency-specific market collateral, print advertisements, corporate brand standards, collaborative storyboards and promos



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.

VISIT WWW.DIPERSIODESIGN.COM FOR PORTFOLIO

A RESPONSE; CALL OR E-MAIL? OR

turn over for... COMPETENCIES & SKILL-SET

DIPERSIODESIGN | CREATIVE

HELLO, MY NAME IS PETER DIPERSIO

BRIEFING; CLIENTS



I'm currently the Owner & Founder of *DiPersioDesign, Creative Marketing*. I've recently held the positions of CMO at *Happy Gnome, HR* (Denver, CO) and Fractional CMO & Marketing Director at *Integrity Home Health, Inc.* (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 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

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 fluent in all the obligatory design applications and apt software.

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 exceptionally proficient in: targeted communications; branding, icon identity and logo development; multi-phased marketing solutions; publication design; creative and art direction; digital and social media campaigns; interactive website evolution; multimedia advertising; digital photography; story editing and lead 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	LOGO DESIGN & DEVELOPMENT	level: jumping the shark
Book	PUBLICATION DESIGN	level: excitable expert
Website icon	WEBSITE DESIGN & DEVELOPMENT	level: master builder
Camera	PHOTOGRAPHY	level: seasoned semi-pro
Typewriter	TYPOGRAPHY	level: what box?

A COMPILATION; MY UNIQUE FEATURES



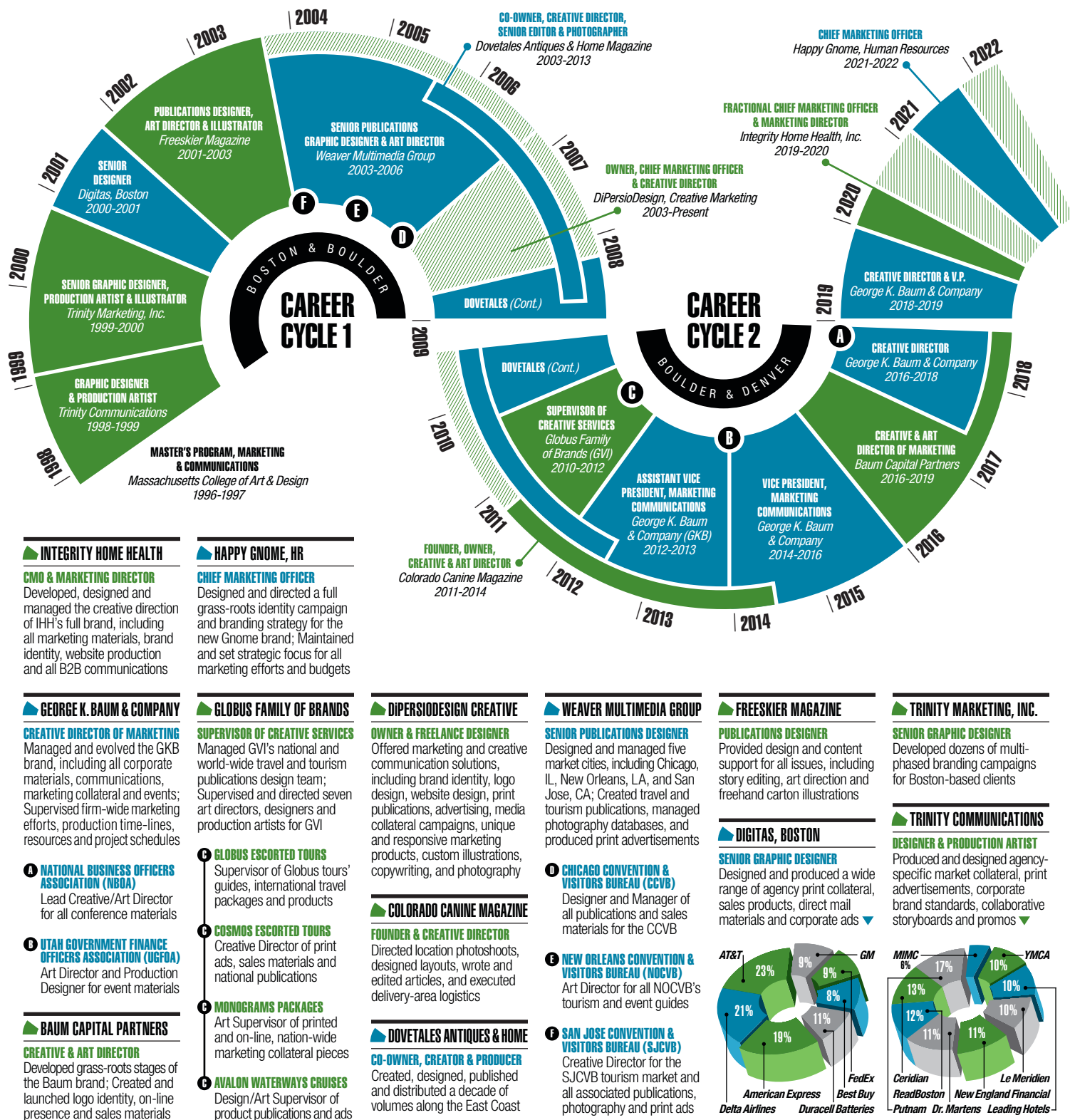
Target Marketing & Strategy	Magazine Design & Production	Promotional Products Branding	Vector Art & Restoration	Editorial & Publication Editing
Digital Photo Retouching	Story Editing & Proofing	Digital Infographics Creation	Event Branding & Management	Product Packaging Design
Freehand Art & Illustration	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!





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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PETER DIPERSIO

Chief Marketing Officer, Creative & Marketing Director

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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/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 Owner & Founder of *DiPersioDesign, Creative Marketing*. I've recently held the positions of CMO at *Happy Gnome HR* (Denver, CO) and Fractional CMO & 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 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 *Freeskier 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 Air Lines, Duracell, General Electric, GMC Truck, Stifel, Best Buy, General Motors, Oldsmobile, FedEx, Globus, Dr. Martens AirWair and YMCA of Boston**

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

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 fluent in all the obligatory design applications and apt software.

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:

Happy Gnome, Human Resources (HGHR) — 2021-2022

Chief Marketing Officer

Produced, developed and directed all marketing, community relations and branding strategies for the new HGHR brand. Planned and executed initiatives to launch the public phase of HGHR's capital campaign. Collaborated with other members of the leadership team and shared expertise related to all marketing and communications efforts. Developed and implemented a marketing and communications plan with a focus on generating resources, communicating results and ensuring the brand was relevant and vital to stakeholders. Created and 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 HGHR events, conferences 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