

DIPERSIODESIGN | CREATIVE

HELLO MY NAME IS PETER DIPERSIO.

THE BRIEFING; HISTORY, COURSE & PURPOSE.



Hi, it's Pete. If you're game, I'd like to tell you about my abilities as a marketing innovator. I'm currently the Creative Director of Marketing Communications at George K. Baum & Company in Denver, CO. With more than 25 years of experience, I'm confident in my skills in all aspects of strategic marketing, branding, creative and art direction, identity and logo development, graphic design and production, and client communications. Previously, I was the Supervisor of Creative Services at Globus family of brands in Denver, CO, as well as Weaver Multimedia Group in Littleton, CO. I also held the positions of Publications Art Director and Senior Designer at Freeskier Magazine in Boulder, CO.

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SOFTWARE; COMPUTER STUFF.

I'm quite adept in both Macintosh and Microsoft platforms with progressive skills in branding strategies, logo development and creative targeted marketing. I also possess a unique proficiency in print and on-line publication design and composition. And of course, I'm fluent in all the obligatory design applications and 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*
- 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

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

A COMPILATION; MY UNIQUE FEATURES.



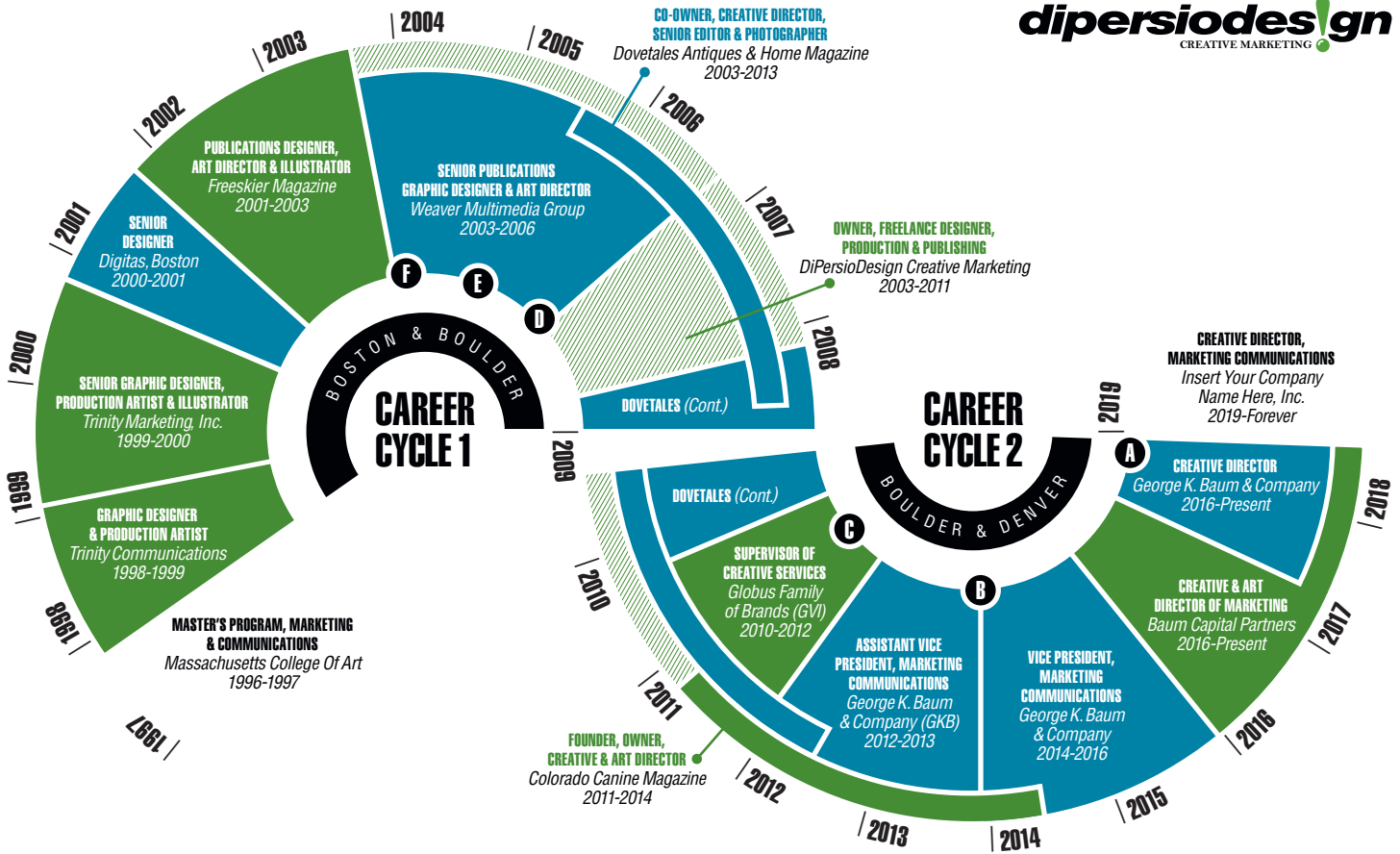
- Target Marketing & Strategy
- Magazine Design & Production
- Promotional Products Branding
- Vector Art & Restoration
- Editorial & Publication Editing
- Digital Photo Retouching
- Story Editing & Proofing
- Digital Infographics Creation
- Event Branding & Management
- Product Packaging Design
- Freehand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

WORK HISTORY & EXPERIENCE



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

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

B 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

C GLOBUS ESCORTED TOURS
Supervisor of Globus tours' guides and sales products

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

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

F 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

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

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

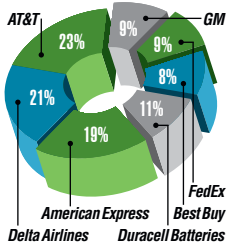
F SAN JOSE CONVENTION & VISITORS BUREAU (SJCVB)
Creative Director for the SJCVB tourism market and all associated publications, photography and print ads.

FREESKIER MAGAZINE

PUBLICATIONS DESIGNER
Provided design, content and layout support for all volumes, including story editing, art direction, advertisements and freehand carton 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
Co-created, designed and coordinated several 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 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 in Boston, MA (spring semester, 4.0 gpa), in the Marketing & Communications Master's Program.

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COMPETENCIES & SKILL-SET