

# PETER DiPERSIO | CREATIVE DIRECTOR

## THOUGHTFUL LEADER CREATIVE INNOVATOR

### THE BRIEFING; HISTORY, COURSE & PURPOSE.

Hello, my name is Peter DiPersio. I'd like to hear more about your Creative Director position. 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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### LEADERSHIP; GROWTH.

I'm trained in defining and managing corporate brands, identities and multi-skilled marketing teams. I'm also versed in the science behind business chemistry, work/life balance initiatives and piloting collaborative, attainable achievements. I have abilities in incorporating strategic visions and practical goals while carefully nurturing and evolving existing success.

#### CAPABILITY LEVELS

- TEAM LEADERSHIP
- PROJECT MANAGEMENT
- COLLABORATION
- TEAM DEVELOPMENT
- MEDIA & PUBLIC RELATIONS
- VENDOR MANAGEMENT
- B2B COMMUNICATIONS

### 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

- IDENTITY & BRANDING
- CREATIVE WRITING
- INFOGRAPHICS DESIGN
- LOGO DEVELOPMENT
- PUBLICATION DESIGN
- WEBSITE DESIGN
- PHOTOGRAPHY

### 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

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE ACROBAT
- MICROSOFT WORD
- MICROSOFT EXCEL
- MICROSOFT POWERPOINT

### A COMPILATION; MY UNIQUE FEATURES.

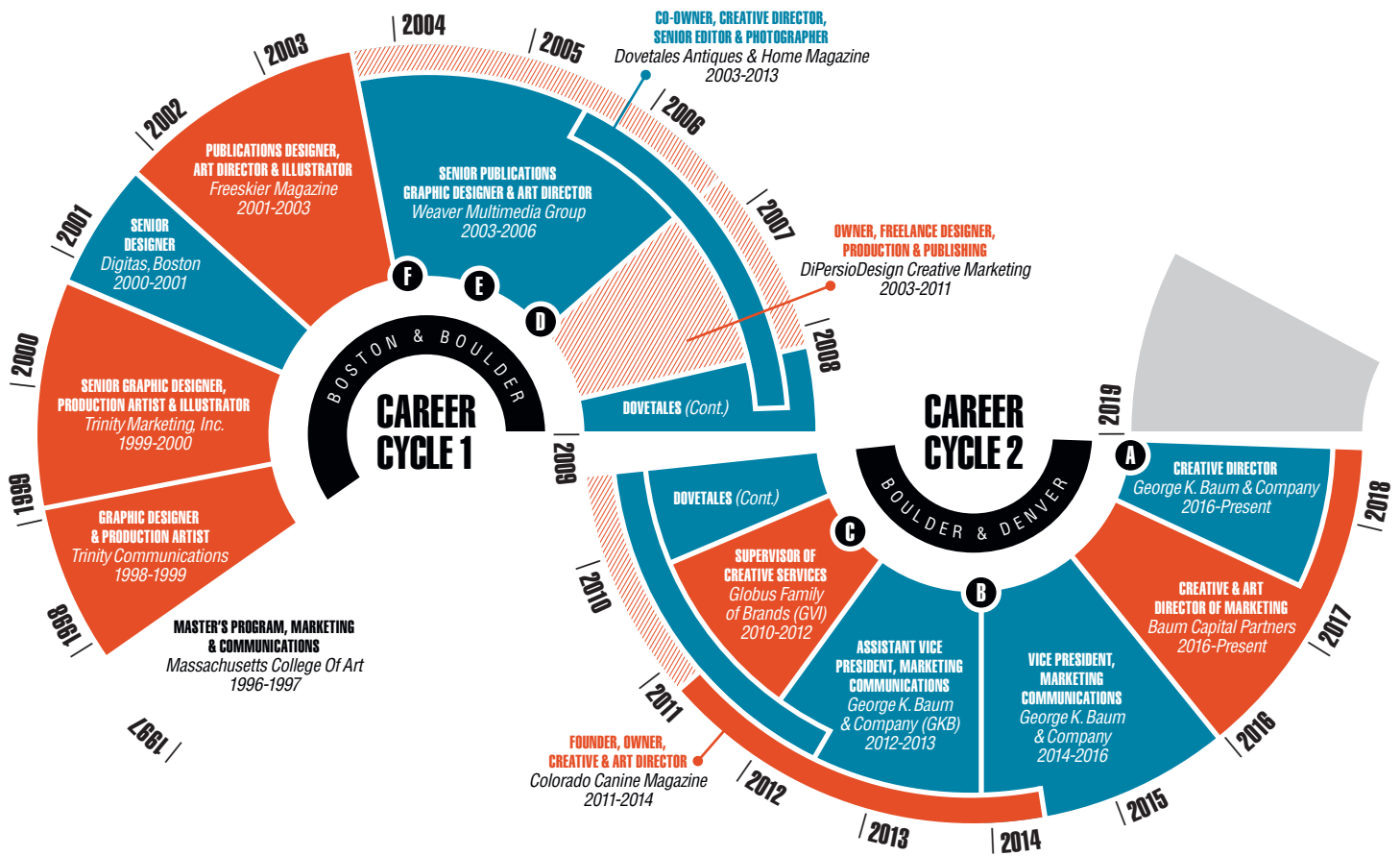


- Target Marketing & Strategy
- Magazine Design & Production
- Promotional Products Branding
- Vector Art & Restoration
- Editorial & Publication Editing
- Digital Photo Retouching
- Story Editing & Proofing
- Digital Infographics Creation
- Event Branding & Management
- Product Packaging Design
- Freehand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



### 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

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

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

**C 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

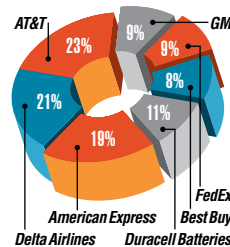
**F SAN JOSE CONVENTION & VISITORS BUREAU (SJCVB)**  
Creative Director for the SJCVB tourism market and all associated publications, photography and print ads.

### 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

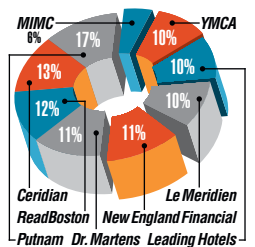


### TRINITY MARKETING, INC.

**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; 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 in Boston, MA (spring semester, 4.0 gpa), in the Marketing & Communications Master's Program.

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

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