

# PETER DiPERSIO | CMO & CREATIVE DIRECTOR

## CREATIVE LEADER RESULTS-DRIVEN INNOVATOR



I'm currently the Owner of *DiPersioDesign*, *Creative Marketing*; and the CMO at *The Wilhite Law Firm* (Denver, CO, and Dallas, TX). I recently held the positions of CMO & Creative Director at *Happy Gnome* (Denver, CO). And as Creative Director & Vice President of Marketing at *Stifel Financial*, formerly *GKB* (Denver, CO), for the previous eight years, I offer more than 25 years of industry experience. I've also held the titles of Supervisor of Creative Services at *Globus family of brands* (Littleton, CO) and Senior Art Director at *Miles Partnership*, formerly *Weaver Multimedia* (Denver, CO). I'm uniquely skilled in strategic multimedia 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 over-the-top 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; custom branding, icon identity and logo(s) development; multi-phased marketing initiatives; magazine, publication and guide design; creative and art direction; full digital and social media campaigns; website evolution; multimedia advertising; digital and AI photography; story editing and copywriting

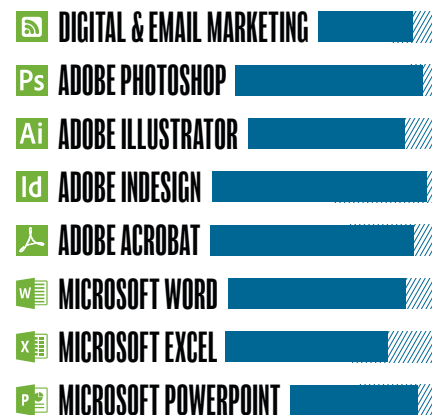
#### APTITUDE LEVELS



### SOFTWARE; DESIGN

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

#### EFFICIENCY LEVELS



## A COMPILATION; MY UNIQUE FEATURES



PETER@DIPERSIODESIGN.COM | 303.859.1996

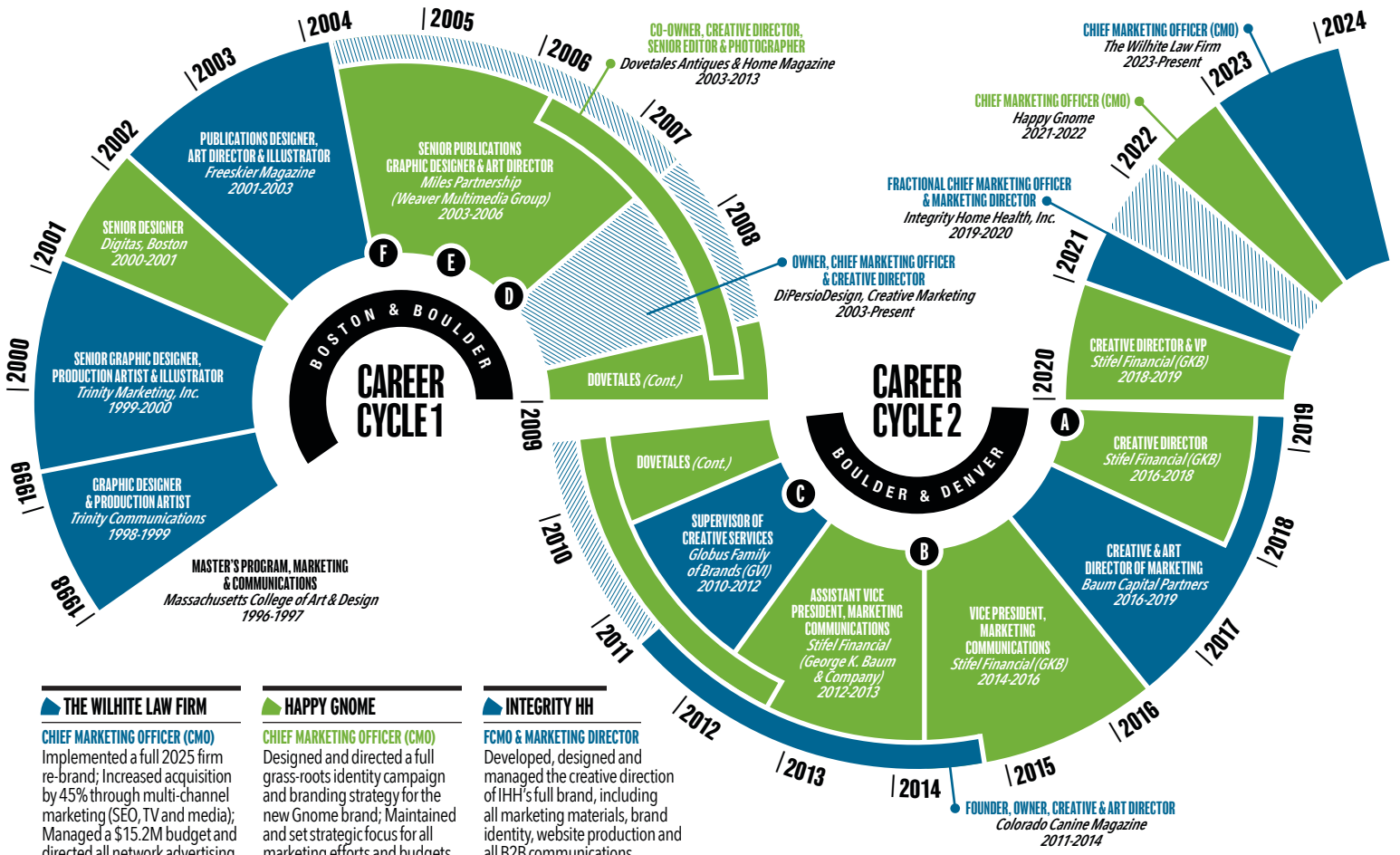
- Target Marketing & Strategy
- Digital AI & Photo Retouching
- Freehand Art & Illustration
- Magazine Design & Production
- Story Editing & Content
- Print & On-line Advertising
- Promotional Products Branding
- Digital Infographics Creation
- Presentation & Design Training
- Vector Art & Restoration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

## RESPONSE; CALL OR E-MAIL?



turn over for... WORK HISTORY & EXPERIENCE





**THE WILHITE LAW FIRM**

**CHIEF MARKETING OFFICER (CMO)**  
Implemented a full 2025 firm re-brand; Increased acquisition by 45% through multi-channel marketing (SEO, TV and media); Managed a \$15.2M budget and directed all network advertising

**HAPPY GNOME**

**CHIEF MARKETING OFFICER (CMO)**  
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 HH**

**FCMO & 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

**STIFEL FINANCIAL (GKB)**

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

**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

**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

**MILES PARTNERSHIP (WMG)**

**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

**FREESKIER MAGAZINE**

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

**TRINITY MARKETING, INC.**

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

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

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

**COLORADO CANINE MAGAZINE**

**FOUNDER & CREATIVE DIRECTOR**  
Directed location photoshoots, designed layouts, wrote and edited articles, and executed delivery-area logistics

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

**DIGITAS, BOSTON**

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

**TRINITY COMMUNICATIONS**

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

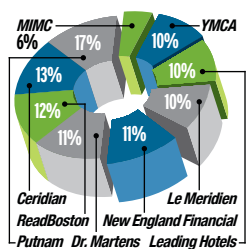
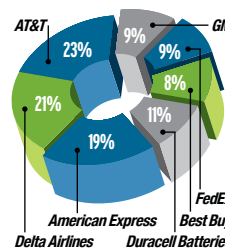
**B UTAH GOVERNMENT FINANCE OFFICERS ASSOCIATION (UGFOA)**  
Art Director and Production Designer for event materials

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

**DOVETALES ANTIQUES & HOME**

**CO-OWNER, CREATOR & PRODUCER**  
Created, designed, published and distributed a decade of volumes along the East Coast

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



**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

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

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

**HIGHER EDUCATION; UNIVERSITY & MASTER'S**



PETER@DIPERSIODESIGN.COM | 303.859.1996

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**

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



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

## PETER DIPERSIO

Chief Marketing Officer & Creative Director

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Website: [www.DiPersioDesign.com](http://www.DiPersioDesign.com)

Phone: (303) 859-1996

LinkedIn URL: [www.Linkedin.com/in/PeterDiPersio](http://www.Linkedin.com/in/PeterDiPersio)

### SUMMARY:

I'm currently the Owner of *DiPersioDesign, Creative Marketing*, and the CMO at *The Wilhite Law Firm*. I'm uniquely skilled in all aspects of strategic marketing, including: **corporate branding, creative and art direction, identity and logo development, print and digital sales materials, UX/UI website design, B2B/B2C communications, digital and email marketing campaigns, custom infographics, and more.**

I've recently held the positions of CMO at *Happy Gnome* (Denver, CO) and Fractional CMO & Marketing Director at *Integrity Home Health, Inc.* (Aurora, CO). And as Creative Director & Vice President of Marketing at *Stifel Financial*, formerly *GKB* (Denver, CO), for the previous eight years, I offer more than 25 years of industry experience.

I've also held the titles of Supervisor of Creative Services at *Globus family of brands* (Littleton, CO) and Senior Art Director at *Miles Partnership*, formerly *Weaver Multimedia* (Denver, CO). I was also 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).

While employed or contracted under these agencies, some of the brands I've worked with, 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.**

### EXPERIENCE:

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.

I'm exceptionally proficient in: targeted communications; custom branding, icon identity and logo development; multi-phased marketing initiatives; magazine, publication and guide design; creative and art direction; digital and social media campaigns; website evolution; multimedia advertising; digital and AI photography; story editing and copywriting.

A more detailed list of my proven competencies include: targeted multimedia communications; branding, identity and logo development for start-ups; multi-phased social media marketing solutions; UX/UI responsive website development and integration, publication and magazine design; digital and social media campaign development; video, photoshoots and advertising direction; multimedia advertising and print collateral; digital product photography; story editing and content development; and agency-driven copywriting.

I'm keenly adept in both Macintosh and Microsoft platforms with a unique set of progressive skills in relevant branding strategies, logo development and creative targeted marketing. I also possess a vast capacity in print and digital publication design and composition. I'm exceptionally fluent in all the obligatory design applications, software and on-line sales and marketing platforms (too many to count) that make all this possible.

### SKILLS & QUALIFICATIONS:

- *Small Business Growth*
- *Team Leadership*
- *Project Management*
- *Creative Collaboration*
- *Social Media Marketing*
- *Media & Public Relations*
- *Vendor Management*
- *B2B/B2C Marketing*
- *Identity & Branding*
- *Real-Data ROI & Budgeting*
- *Creative Writing*
- *Infographics Design*
- *Logo Development*
- *Publication Design*
- *UX/UI Website Design*
- *AI Photography*
- *Digital & Email Marketing*
- *Adobe Photoshop*
- *Adobe Illustrator*
- *Adobe InDesign*
- *Adobe Acrobat*
- *Microsoft Word*
- *Microsoft Excel*
- *Microsoft PowerPoint*
- *Target Marketing & Strategy*
- *Digital AI & Photo Retouching*
- *Freehand Art & Illustration*
- *Magazine Design & Production*
- *Story Editing & Content*
- *Print & On-line Advertising*
- *Promotional Products Branding*
- *Digital Infographics Creation*
- *Presentation & Design Training*
- *Vector Art & Restoration*
- *Event Branding & Management*
- *Conference Content Branding*
- *Editorial & Publication Editing*
- *Product Packaging Design*
- *Social Media Content Creation*

## **WORK HISTORY:**

### **The Wilhite Law Firm (TWLF) — 2023-Present**

*Chief Marketing Officer*

Implemented a full 2025 firm re-brand; Increased client acquisition by 45% through multi-channel marketing strategies and media (SEO, TV, digital, Google, LSAs, etc.); Managed a \$15.2M marketing budget, optimized spend and increased ROI by 30% in six months; Directed all network advertising and rebranding, enhancing market reputation to leap competitors

### **Happy Gnome (HG) — 2021-2022**

*Chief Marketing Officer*

Produced, developed and directed all marketing, community relations and branding strategies for the new HG brand; Planned and executed initiatives to launch the public phase of HG's capital campaign; Developed and implemented a marketing and communications plan with a focus on generating resources, 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 HG events, conferences and programs; Lead media relations, aggressively secured media stories and served as primary spokesperson in all marketing efforts; Managed and maintained all budgets, vendor contracts, social media agencies and agency partnerships

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

*Fractional Chief Marketing Officer & Marketing Director*

Developed and set strategic focus for the IHH brand, all marketing services and materials, and established promotional direction and execution; Responsible for monitoring, measuring and analyzing the effectiveness of all marketing initiatives, including quarter-end and year-end goals, as they related to the overall mission; Managed the creative process, development and production of IHH's entire brand, including: comprehensive marketing budget(s) rollout, visual branding and identity, mission statement(s), messaging and content, website design, development and SEO management, sales and marketing materials (both printed and digital), stationery packages and internal templates/forms, promotional event materials, trade show and presentation materials, internal/external communications, marketing content writing and editing, and infographic sales materials (both printed and digital)

### **Stifel Financial (formerly George K. Baum & Company) — 2012-2019**

*Vice President & Creative Director, Marketing Communications*

Managed and evolved the Stifel (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 cartoon 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

## **Peter DiPersio**

Chief Marketing Officer

[Peter@DiPersioDesign.com](mailto:Peter@DiPersioDesign.com)

303-859-1996

[DiPersioDesign.com](http://DiPersioDesign.com)

[LinkedIn.com/in/PeterDiPersio](https://www.linkedin.com/in/PeterDiPersio)

## **Summary**

Chief Marketing Officer with more than 25 years of experience driving aggressive expansion through innovative and highly creative strategies; Expertise in digital and traditional marketing, brand development, and team leadership; Proven track record of scaling businesses, optimizing multi-million-dollar budgets, and developing corporate branding initiatives; Innovator in growing client acquisition for law firms, advertising agencies, investment banking firms, and start-ups

## **Experience**

The Wilhite Law Firm | CMO | 2023 – Present

- Increased client acquisition by 45% through multi-channel marketing strategies and media
- Managed a \$15.2M marketing budget, optimizing spend increasing ROI by 30% in six months
- Directed all network advertising and rebranding, enhancing market reputation to leap competitors

Happy Gnome | CMO | 2020 – 2022

- Created and implemented a multi-phase grass-roots development strategy for go-to-market
- Designed, produced and launched a full start-up creative branding campaign within 90 days
- Built and scaled a high-yield digital marketing push, doubling ROI and client-base in six months

Stifel Financial | VP Marketing and Creative Director | 2012 – 2019

- Lead and developed all creative strategy efforts, campaigns, events, and corporate assets
- Directed and built four separate entities (arms) of Stifel Financial in all creative capacities
- Managed a \$7.5M marketing budget, including total spend, creative teams and market vendors

Globus Family of Brands | Supervisor of Creative Services | 2010 – 2012

- Lead a team of eight, directed all company-wide designs, and developed all product launches
- Managed a portfolio of national and world-wide publication ROIs, SOPs, and growth strategies
- Cut vendor costs by \$250k/yr and increased cash flow by 45% adding in-house talent

DiPersioDesign, Creative Marketing | Owner and CEO | 2003 – Present

- Leads the agency in all client strategy, branding, advertising and creative communications
- Creates and produces all brand and logo identities, sales packages, and UX/UI website designs
- Develops original content for all traditional and digital marketing campaigns and print collateral

## **Skills**

Strategic and Creative Planning; Business Development; Creative Direction; Multi-Media Advertising; Digital Marketing (SEO, PPC, Google, LSA, Social Media); Real-Data ROIs; Team Development, Leadership and Training; Aggressive Growth Strategies; PR and Reputation Management; Data Analytics and KPI Reporting; CRM Systems and Automation; High-Tier Budgeting and Forecasting; Client Acquisition Strategies; Innovation, Graphic Design, and Production

## **Clients**

Delta Air Lines, Duracell, General Electric, AT&T, GMC Truck, Stifel Financial, Best Buy, General Motors, Oldsmobile, FedEx, Globus Family of Brands, Digitas, The Wilhite Law Firm, Dr. Martens AirWair, YMCA

## **Education**

- Massachusetts College of Art and Design | Master of Fine Arts Program (MFA) | 1996 – 1998
- Franklin Pierce University | Bachelor of Fine Arts (BFA) | 1992-1996