

**TRUSTJET, LLC**  
**CHIEF MARKETING OFFICER ('25-PRESENT)**  
 Lead brand strategy, go-to-market execution, and revenue-driven marketing for a next-gen aviation tech platform, overseeing creative direction, demand generation, partnerships, and scalable systems to position TrustJet as an industry authority.

**DIPERSIODESIGN, CREATIVE**  
**OWNER & CMO ('03-PRESENT)**  
 Founded and lead a full-service, end-to-end creative marketing agency, delivering top-brand strategy, product launches, digital marketing, and performance-driven campaigns while building scalable ecosystems that drive measurable, sustainable growth.

**LAW FIRM FRACTIONAL CMOs**  
**FRACTIONAL CMO ('25-'26)**  
 Guided law firms through proven, strategic marketing initiatives using AI-driven digital strategies, branding, and scalable processes to generate new cases, increase revenue, and build sustainable marketing operations.

**RAGAB LAW FIRM, P.C.**  
**HEAD OF MARKETING ('25-'25)**  
 Led branding, digital campaigns, and client acquisition efforts, optimizing websites, paid media, and content while aligning growth objectives with measurable ROIs to strengthen market presence.

**THE WILHITE LAW FIRM**  
**CHIEF MARKETING OFFICER ('23-'25)**  
 Directed multi-channel marketing, driving 35% lead growth, managing a \$15.2M budget, optimizing SEO, PPCs, LSAs, media buys, and building systems for sustainable, measurable, multi-city expansion.

**STIFEL FINANCIAL CORP.**  
**FRACT. CMO & CREATIVE DIR. ('19-'24)**  
 Directed brand, creative strategy, and UX/UI integration for nationwide DPA programs, translating complex guidelines into trusted campaigns that engage audiences and strengthen partnerships.

**STIFEL FINANCIAL CORP.**  
**CREATIVE DIRECTOR & VP ('16-'19)**  
 Directed full-brand evolution and national conference integration:

- ① **NBOA:** Lead Creative Director for all conference materials.
- ② **UGFOA:** Director and Production Artist for all event materials.
- ③ **WGIF:** Brand Strategist and Art Designer for all print collateral.

**STIFEL FINANCIAL CORP.**  
**VP, MARKETING COMMS. ('14-'16)**  
 Directed firm-wide marketing initiatives across all divisions, aligning branding with business strategy, leading creative teams, managing national campaigns, and designing integrated, complex conference experiences.

**STIFEL FINANCIAL CORP.**  
**AVP, MARKETING COMMS. ('12-'14)**  
 Managed daily collateral execution, creative production, and event branding, ensuring regulatory compliance and on-brand delivery.

**BAUM CAPITAL PARTNERS**  
**EXECUTIVE CREATIVE DIRECTOR ('16-'19)**  
 Built the Baum brand from the ground up, defining identity and market presence while directing design, strategy, and print efforts.

**COLORADO CANINE MAG.**  
**OWNER & CREATIVE DIRECTOR ('11-'14)**  
 Founded and created a full-scale regional pet magazine, leading design layout, strategy, production, advertising, and distribution.

**GLOBUS FAMILY OF BRANDS**  
**SUPER. OF CREATIVE SERVICES ('11-'12)**  
 Managed national/global creative publications for three top brands:

- ① **COSMOS:** Creative Director for publication layouts and ads.
- ② **MONOGRAMS:** Art Supervisor of on-line and print collateral.
- ③ **AVALON:** Design/Art Supervisor of publication guides and ads.

**GLOBUS FAMILY OF BRANDS**  
**SENIOR ART DIRECTOR ('10-'11)**  
 Directed creative strategy and layout designs for all multi-brand campaigns, producing brochures, advertising, and digital materials while elevating aesthetics and maintaining global consistency.

**DOVETALES ANTIQUES**  
**CO-OWNER & CREATIVE DIR. ('02-'12)**  
 Co-founded and led a decade-long, regional, luxury publication, managing editorial strategy, art design, production, photography, advertising, digital presence, and operations while creating a high-end, decor-focused, magazine.

**MILES PARTNERSHIP**  
**SENIOR ART DIRECTOR ('04-'06)**  
 Led creative and art direction for several national/city visitor guides:

- ① **CCVB:** Designer and Manager of all Chicago, IL guides.
- ② **NOCVB:** Director and Designer of New Orleans, LA tourism.
- ③ **SJCVB:** Lead Creative Director of San Jose, CA publications.

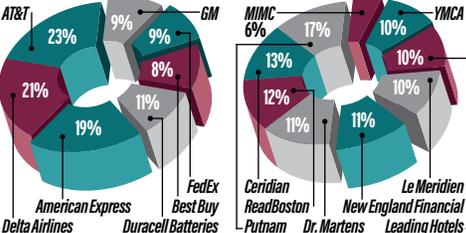
**MILES PARTNERSHIP**  
**ART DIRECTOR & SR. DESIGNER ('03-'04)**  
 Designed and executed travel guides, advertising/advertorials, and print campaigns for multiple city/client markets, ensuring cohesive storytelling, high-quality print production, and alignment with economic development and tourism-focused objectives.

**STORM MOUNTAIN MEDIA**  
**SR. DESIGNER & ART DIRECTOR ('01-'03)**  
 Directed design, graphics, and art for the national action sports publication, Freeskier Magazine, creating high-energy layouts, photo integration, and editorial for maximum audience engagement.

**DIGITAS, NORTH AMERICA**  
**SENIOR GRAPHIC DESIGNER ('00-'01)**  
 Designed full-scale, integrated marketing campaigns for national/global billion-dollar brands in print, direct mail, and ad materials while ensuring brand consistency.

**TRINITY MARKETING**  
**SR. DESIGNER & ILLUSTRATOR ('99-'00)**  
 Led creative development for campaigns, designing visual identities, advertising, illustrations, and experiential materials while ensuring cohesive brand/firm narratives and long-term growth.

**TRINITY MARKETING**  
**GRAPHIC DESIGNER & ARTIST ('98-'99)**  
 Produced marketing collateral, print ads, and high-end materials for regional and national clients, managing native files, pre-press, and vendor coordination.



# HIGHER EDUCATION: UNIVERSITY & MASTER'S



PETER@DIPERSIODESIGN.COM | 303.859.1996

In the spring of 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 & History. I then continued my education with graduate study at Massachusetts College of Art & Design ("MassArt") in Boston, MA (spring semester, 4.0 gpa), in the Marketing & Communications Master's Program. VISIT [WWW.DIPERSIODESIGN.COM](http://WWW.DIPERSIODESIGN.COM) FOR PORTFOLIO

**RESPONSE: CALL OR E-MAIL?** + OR + =

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

## **Peter DiPersio, Chief Marketing Officer & Creative Director**

[Peter@DiPersioDesign.com](mailto:Peter@DiPersioDesign.com) | [DiPersioDesign.com](http://DiPersioDesign.com) | 303-859-1996

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

### **Summary:**

I offer more than 25 years of experience in various industries. I'm skilled in nearly all aspects of strategic marketing, GTM strategy, and creative direction, including: corporate branding; identity and logo development; print and digital advertising; UX/UI website design; B2B/B2C communications; Google SEO, LSA, and PPC digital advertising; digital and email marketing campaigns; and much more. Trained in defining and building corporate brands, identities, and multi-skilled marketing teams, I'm well-versed in national/local advertising and business development. I also have experience incorporating strategic marketing visions and practical goals while carefully nurturing and evolving business growth and innovation.

### **Skills:**

Trained in building and scaling corporate brands, identity systems, and high-performing marketing teams, I lead with a balance of strategic vision and operational discipline. I understand the chemistry between brand, culture, and revenue. I design collaborative, executable strategies that move firms forward. My approach bridges ambitious marketing vision with practical business objectives, driving sustainable growth, innovation, and long-term value.

My expertise spans brand development, targeted communications, and identity systems for both emerging and established entities. I lead multi-phased initiatives across print, digital, AI alliances, and experiential platforms, including: SOP integration, creative design strategy, art direction, social media, digital campaigns, UX/UI website strategy, and ROI evolution. My varietal background ensures that brand narratives are cohesive, compelling, and conversion-focused.

Fluent across both Macintosh and Microsoft environments, I combine technical precision with advanced branding strategy and multi-targeted marketing execution. I bring deep expertise in print and digital publication architecture, typography systems, and high-level composition across complex, multi-channel campaigns. In addition, I maintain expert-level proficiency in industry-standard design applications, marketing platforms, and emerging creative and AI technologies.

### **Experience:**

#### **TrustJet, LLC | Chief Marketing Officer | 2025-Present**

Lead brand strategy, go-to-market execution, and revenue-driven marketing for a next-gen aviation tech platform, overseeing creative direction, demand generation, partnerships, and scalable systems to position TrustJet as an industry authority.

#### **DiPersioDesign, Creative Marketing | Owner, CMO & Creative Director | 2003-Present**

Founded and lead a full-service, end-to-end creative marketing agency, delivering top-brand strategy, product launches, digital marketing, and performance-driven campaigns while building scalable ecosystems that drive measurable, sustainable growth.

#### **Law Firm Fractional CMOs | Fractional CMO | 2025-2026**

Guided law firms through proven, strategic marketing initiatives using AI-driven digital strategies, branding, and scalable processes to generate new cases, increase revenue, and build sustainable marketing operations.

#### **Ragab Law Firm, P.C. | Head of Marketing | 2025-2025**

Led branding, digital campaigns, and client acquisition efforts, optimizing websites, paid media, and content while aligning growth objectives with measurable ROI to strengthen market presence.

#### **The Wilhite Law Firm | Chief Marketing Officer | 2023-2025**

Directed multi-channel marketing, driving 35% lead growth, managing a \$15.2M budget, optimizing SEO, PPCs, LSAs, media buys, and building systems for sustainable, measurable, multi-city expansion.

#### **Stifel Financial Corp. | Fractional CMO & Creative Director | 2019-2024**

Directed brand, creative strategy, and UX/UI integration for nation-wide DPA programs, translating complex guidelines into trusted campaigns that engage audiences and strengthen partnerships.

#### **Stifel Financial Corp. | Creative Director & Vice President, Marketing Communications | 2016-2019**

Directed full-brand evolution and national conference integration:

NBOA: Lead Creative Director for all conference materials.

UGFOA: Director and Production Artist for all event materials.

WGIF: Brand Strategist and Art Designer for all print collateral.

**Stifel Financial Corp. | Vice President, Marketing Communications | 2014-2016**

Directed firm-wide marketing initiatives across all divisions, aligning branding with business strategy, leading creative teams, managing national campaigns, and designing integrated, complex conference experiences.

**Stifel Financial Corp. | Assistant Vice President, Marketing Communications | 2012-2014**

Managed daily collateral execution, creative production, and event branding, ensuring regulatory compliance and on-brand delivery.

**Baum Capital Partners | Executive Creative Director | 2016-2019**

Built the Baum brand from the ground up, defining identity and market presence while directing design, strategy, and print efforts.

**Colorado Canine Magazine | Founder, Owner & Creative Director | 2011-2014**

Founded and created a full-scale regional pet magazine, leading design layout, strategy, production, advertising, and distribution.

**Globus family of brands | Supervisor of Creative Services | 2011-2012**

Managed national/global creative publications for three top brands:

Cosmos: Creative Director for publication layouts and ads.  
Monograms: Art Supervisor of on-line and print collateral.  
Avalon: Design/Art Supervisor of publication guides and ads.

**Globus family of brands | Senior Art Director | 2010-2011**

Directed creative strategy and layout designs for all multi-brand campaigns, producing brochures, advertising, and digital materials while elevating aesthetics and maintaining global consistency.

**Dovetales Antiques & Home Magazine | Founder, Co-Owner & Creative Director | 2002-2012**

Co-founded and led a decade-long, regional, luxury publication, managing editorial strategy, art design, production, photography, advertising, digital presence, and operations while creating a high-end, décor-focused, magazine.

**Miles Partnership | Senior Art Director | 2004-2006**

Led creative and art direction for several national/city visitor guides:

CCVB: Designer and Manager of all Chicago, IL guides.  
NOCVB: Director and Designer of New Orleans, LA tourism.  
SJCVB: Lead Creative Director of San Jose, CA publications.

**Miles Partnership | Art Director & Sr. Graphic Designer | 2003-2004**

Designed and executed travel guides, advertising/advertorials, and print campaigns for multiple city/client markets, ensuring cohesive storytelling, high-quality print production, and alignment with economic development and tourism-focused objectives.

**Storm Mountain Media | Sr. Graphic Designer & Art Director, Freeskier Magazine | 2001-2003**

Directed design, graphics, and art for the national action sports publication, freeskier magazine, creating high-energy layouts, photo integration, and editorial for maximum audience engagement.

**Digitas, North America | Senior Graphic Designer | 2000-2001**

Designed full-scale, integrated marketing campaigns for national/global billion-dollar brands in print, direct mail, and ad materials while ensuring brand consistency.

**Trinity Marketing and Consulting | Sr. Graphic Designer & Illustrator | 1999-2000**

Led creative development for campaigns, designing visual identities, advertising, illustrations, and experiential materials while ensuring cohesive brand/firm narratives and long-term growth.

**Trinity Marketing and Consulting | Graphic Designer & Production Artist | 1998-1999**

Produced marketing collateral, print ads, and high-end materials for regional and national clients, managing native files, pre-press, and vendor coordination.

**Clients:**

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

**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