

Joey Cupelli

Creative Strategist

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Work Experience

Creative Strategist / Act Second

JAN 2017 - PRESENT, NEW YORK CITY

- Devise brand and visual strategies for clients in a wide spectrum of industries, such as fashion, beauty and tech.
- Design UX and UI and assist in development of Shopify sites from start to finish.
- Collaborate with team to ensure work exceeds client expectations and strict timelines are met.
- Manage day-to-day marketing initiatives by creating Mailchimp emails, designing brand collateral, managing web content, and shooting e-com/social photography.

Editor / Bloglovin'

Previously: Assistant Editor, Content Associate

MAY 2015 - MAY 2017, NEW YORK CITY

- Managed contributor network and ensured consistent, quality content was published to The Edit.
- Created posts for various categories and campaigns, with an audience of ~1.2m monthly readers.
- Photographed and interviewed influencers on a global scale for features.
- Managed relationships among top-level bloggers and the Bloglovin' community.

Marketing Assistant / The Visual Brand

Previously: Social Media Intern

APR 2014 - OCT 2014, NEW YORK CITY

- Developed reports, assets, and proposals for client usage.
- Collaborated in a team environment to generate ideas and shape brand direction.
- Managed multiple large-scale clients while meeting tight deadlines for projects.

Education

Fashion Institute of Technology

BS, Advertising and Marketing Communications

MAY 2017, NEW YORK CITY

- Minor in Psychology
- Student Ambassador
- Dean's List

Skills

Tools: Sketch ▪ Adobe Creative Cloud ▪ Google Analytics ▪ Mailchimp ▪ Microsoft Office ▪ Key-note ▪ Shopify ▪ Wordpress

Development & Design : HTML / CSS ▪ Liquid ▪ Website QA ▪ Wireframing ▪ User experience and interface design ▪ Responsive design ▪ Mockups

Communication: Brand strategy ▪ Storytelling ▪ Copywriting ▪ Project management ▪ Team collaboration

Interests: Photography ▪ Brand development ▪ Digital media ▪ Editorials ▪ Social media ▪ Technology ▪ Design