

Joey Cupelli

JoeyCupelli.com

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561.723.9288

Education

Fashion Institute of Technology (FIT)

BS, Advertising and Marketing Communications, Expected May 2017

AAS, Advertising and Marketing Communications, Completed May 2015

- Minor in Psychology / Dean's List

Experience

Editor, Bloglovin'

April 2016 to Present, New York, NY

- Manage contributor network and ensure on-brand, quality content is published to [The Edit](#).
- Create posts for various categories and campaigns, with an audience of ~1.3m monthly readers.
- Photograph and interview influencers on a global scale for features.
- Manage relationships among top-level bloggers and the Bloglovin' community.

Marketing Assistant, The Visual Brand

June 2014 to October 2014, Westport, CT

- Collaborated with various firms to generate ideas and shape brands for clients.
- Created documents, data sheets, and PowerPoints to facilitate brand development.
- Managed multiple large-scale clients while meeting tight deadlines for projects.

Social Media Intern, The Visual Brand

April 2014 to June 2014, Westport, CT

- Created and managed on-brand social media content for Heineken's Desperados.
- Analyzed and reported social media metrics for growth evaluation.
- Engaged with consumers across platforms to grow and maintain the brand's image.

Marketing Intern, Mondo Collection

March 2014 to April 2014, New York, NY

- Edited graphics, wrote copy, and inputted entries for MondoCollection.com.
- Created and modified product specification sheets for collections.
- Verified consistency of marketing materials from international vendors.
- Executed projects in Photoshop, Publisher, and Word.

Leadership

Student Ambassador, Fashion Institute of Technology

March 2014 to May 2016, New York, NY

- Represented FIT as a role model and mentor for students.
- Led and advised orientation groups for incoming FIT students.

Vice President, American Marketing Association

January 2014 to September 2014, New York, NY

- Led the planning and execution of club activities.
- Oversaw club organization, communication, and efficiency in a team environment.
- Utilized marketing tools in case studies and events.

Skills

Adobe CC

InDesign
Photoshop
Lightroom
Acrobat

MS Office

Excel
OneNote
PowerPoint
Publisher
Word

Systems

Mac OS
Windows
iOS/Android

Photography

Nikon D600
Fujifilm X100

Interests

Technology
Photography
Communications
Brand Development
Digital Media
Social Media
Design