

Joey Cupelli

Creative + Content Manager

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Work Experience

Act Second / Creative + Content Manager

Previously: Creative Strategist, Creative Strategist Intern

JANUARY 2017 - PRESENT, NEW YORK CITY

- Lead brand and visual strategies for clients in a wide spectrum of industries, such as fashion, beauty and tech.
- Wireframe and design websites by leveraging modern visual cues and platforms such as Sketch, Figma, and Creative Cloud.
- Develop Shopify sites, landing pages, and interactive modules to enhance user experience and promote conversion.
- Manage a team of designers to ensure work exceeds client expectations and strict timelines are met.
- Concept and photograph client campaigns for usage across advertising, press, and social media.
- Execute day-to-day marketing initiatives by creating email campaigns, designing brand collateral, and managing web content.

Bloglovin' / Associate Content Manager

Previously: Content Associate, Content Intern

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.

The Visual Brand / Marketing Assistant

Previously: Social Media Intern

APRIL 2014 - OCTOBER 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 & Marketing Communications / 2017

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

Skills

Tools: Photoshop • InDesign • Lightroom • Illustrator • Premiere • After Effects • Figma • Sketch • Microsoft Office • Keynote • Shopify

Development & Design : HTML • CSS • Javascript • Shopify Liquid • Website QA • Wireframing • UX/UI Design • Animation

Photography: Camera Operation • Studio Lighting • Retouching • Capture One • Prop Styling • Art Direction

Communication: Brand strategy • Storytelling • Copywriting • Project Management • Team Collaboration

Interests: Brand development • Digital Media • Editorials • Technology • Design • Web Development