

**Joe Ferraro**  
410.303.7977  
JFERRARO@ASKFG.COM

## SUMMARY - - -

A highly respected, resourceful leader who is experienced in the various aspects of design and project management. Has an intuitive sense of marketing trends and how they can affect a business both positively and negatively. Possesses exceptional skills in client management, staff growth and conflict resolution.

## PROFESSIONAL EXPERIENCE - - -

### **FG Marketing Partners - Freelance Designer - 2000 to present**

Provide design and consultative services to a variety of clients from large national to small local businesses.

- Project & Brand Management
- Staff development & Agency management
- Layout and design for print and web
- Social Media management

### **Columbus School of Law (CUA Law) - Marketing & Communications Manager - 2011 to present**

Work directly with the Dean of CUA Law to direct the marketing efforts, as well as design and produce quarterly newsletter, email invitations, web updates, advertising materials, and various print materials, such as CUA Lawyer magazine, invitations, brochures, etc. Also manage the websites, social media, and print jobs from start to finish.

- Reduced spending by \$20K by bringing jobs in-house that were previously sent out to agencies, as well as by finding printers that were better suited for certain jobs.
- Established a network of printers better suited for the variety of CUA Law jobs.
- Develop Marketing Plan and track ad spend and try to determine the ROI based on application numbers, which increased once online advertising began (ongoing project — when I began this project overall CUA Law applications were down 28% vs 2014, but as of 7/15/15 they are up, but down 18% vs 2014 with only a \$6000 ad spend).
- Worked with Admissions to determine site flow and work to reduce Bounce Rate (ongoing project — currently Bounce Rate for targeted areas is down 10% after rework of site flow and content/design updates were completed).

### **Custom Direct (CDI) - Creative Director - 2001 to 2010**

Managed a staff of 7 designers, 2 production assistants and a copywriter/editor and worked directly with the VP of Marketing to direct the Marketing efforts of CDI. Responsible for maintaining the company's 13 different brands (both web & print) in such a way as to ensure the public did not know they were the same company. Other responsibilities included budget analysis, vendor relations, inter-department communication, policing the brands, agency management and hiring for creative department.

- Increased response rates by 50% for Direct Mail by developing variable print programs through the use of XMPie for many sales materials.
- Assisted in increasing sales to advertising rates by 50% and redefined how the company ran print media ads through the development of 4Checks.com print ads.
- Added over \$4 million dollars in annual revenue through the development of financial product designs with staff.
- Reduced costs \$200,000 annually by bringing work internally that was formerly done by an outside vendor.
- Worked with Xerox & internal operations to develop quality controls for our digital printing on the igen.
- Key player in the development of the company's first venture into online print and involvement with the development of Janzoon.com, another online print company.
- The work done by my team allowed CDI to be a competitive threat to the two large competitors in a declining market, which led to a very successful sale of CDI to our top competitor, Deluxe. My team was the longest employed by Deluxe post sale and all were offered positions.

*(continued)*

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## PROFESSIONAL EXPERIENCE - - - (CONTINUED)

### **University of Maryland, Baltimore County (UMBC)**

*Production Manager/Creative Director/Part-time faculty - 1999 to 2001*

Began as a Production Manager and managed print jobs and purchase orders through the state procurement process. Managed 4 designers and a production manager. Served as a part-time faculty member in the Graphic Design curriculum for four semesters. Taught Graphic Design II: Computers in Design.

- Saved UMBC \$30,000 in annual print costs through the RFQ process.
- Grew into the role of Associate Creative Director and managed the image of UMBC that was shown in both print and web.
- Reduced internal staff cost \$35,000 annually through the development of interns.
- Assisted students with resume and portfolio development.

### **Arista Advertising - Graphic Designer/Creative Director - 1993 - 1999**

Started as a Graphic Designer working on design and layout of various print projects.

- Grew into the role of an Creative Director, as well as managed projects and client billings.
- Grew Arista's annual billings from \$200,000 to \$600,000 between 1994 and 1997.
- Developed on-site archive system for easy retrieval of client projects.
- Took firm from film to an all-digital work-flow.

## MEMBERSHIPS - - -

### **AIGA, Baltimore**

Member and Board Member - Business Events - 2009-10

### **Taproot Foundation**

Volunteer - Graphic Designer/Project Mgr

## EDUCATION - - -

### **University of Maryland, Baltimore County**

BA Visual Arts/

Minor Creative Writing

(Concentration in Electronic Imaging Arts)

## SPECIAL SKILLS - - -

- InDesign
- Illustrator
- Quark
- Marketing Plan Development
- Social Media Management
- Project Management
- Dreamweaver
- Photoshop
- Microsoft Office
- Wireframe/Website Development
- Meeting/Client Management
- Training/Employee Development