

PETER DiPERSIO | CMO & CREATIVE DIRECTOR

CREATIVE LEADER RESULTS-DRIVEN INNOVATOR

BRIEFING; CLIENTS



I'm currently the Owner of *DiPersioDesign, Creative Marketing*. I've recently held the positions of CMO at *Happy Gnome, HR* (Denver, CO) and Fractional CMO & Marketing Director at *Integrity Home Health, Inc.* (Aurora, CO). And as Creative Director & Vice President of Marketing at *Stifel Financial*, formerly *GKB* (Denver, CO), for the previous eight years, I offer more than 25 years of industry experience. I've also held the titles of Supervisor of Creative Services at *Globus family of brands* (Littleton, CO) and Senior Art Director at *Miles Partnership*, formerly *Weaver Multimedia* (Denver, CO). I'm uniquely skilled in strategic marketing, corporate branding, creative/art direction, identity and logo development, print and digital advertising, UX/UI website design, and B2B/B2C communications. [VISIT WWW.DIPERSIODESIGN.COM](http://WWW.DIPERSIODESIGN.COM) FOR PORTFOLIO

LEADERSHIP; GROWTH

Trained in defining corporate brands, identities and multi-skilled marketing teams, I'm also well-versed in business chemistry, creative initiatives and piloting collaborative, attainable strategies. I also have experience incorporating strategic marketing visions and practical goals while carefully nurturing and evolving business development and innovation.

CAPABILITY LEVELS



HARDWARE; CAPACITY

I'm exceptionally proficient in: targeted communications; custom branding, icon identity and logo development; multi-phased marketing initiatives; magazine, publication and guide design; creative and art direction; digital and social media campaigns; website evolution; multimedia advertising; digital and AI photography; story editing and copywriting

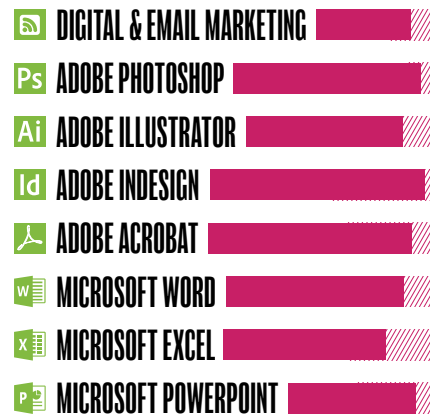
APTITUDE LEVELS



SOFTWARE; DESIGN

I'm keenly adept in both Macintosh and Microsoft platforms with a unique set of progressive skills in relevant branding strategies, logo development and creative targeted marketing. I also possess a vast capacity in print and digital publication design and composition. And of course, I'm fluent in all of the obligatory design applications and necessary software.

EFFICIENCY LEVELS



A COMPILATION; MY UNIQUE FEATURES



PETER@DIPERSIODESIGN.COM | 303.859.1996

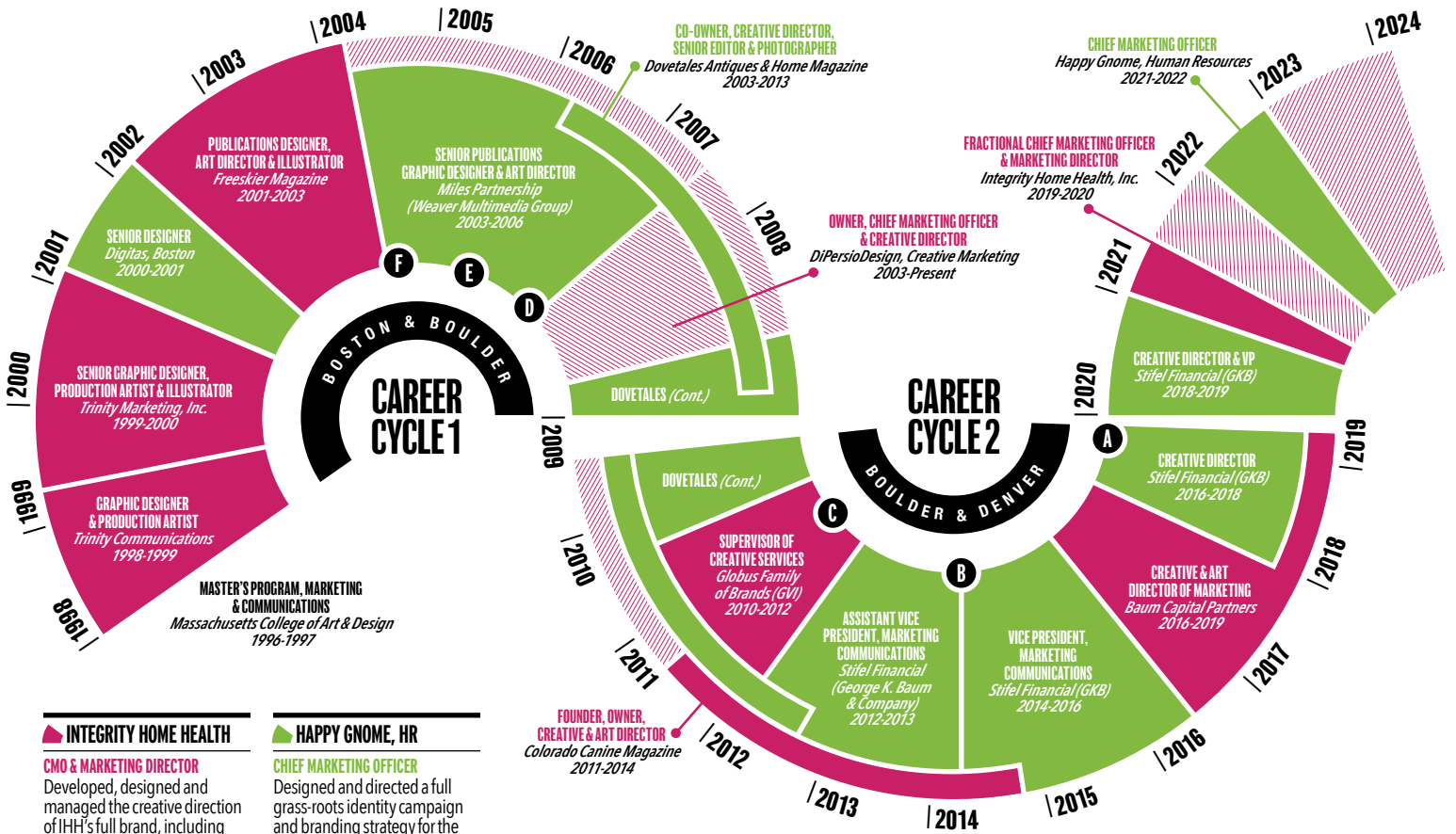
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|-------------------------------|------------------------------|--------------------------------|-----------------------------|---------------------------------|
| Target Marketing & Strategy | Magazine Design & Production | Promotional Products Branding | Vector Art & Restoration | Editorial & Publication Editing |
| Digital AI & Photo Retouching | Story Editing & Content | Digital Infographics Creation | Event Branding & Management | Product Packaging Design |
| Freehand Art & Illustration | Print & On-line Advertising | Presentation & Design Training | Conference Content Branding | Social Media Content Creation |

RESPONSE; CALL OR E-MAIL?



turn over for... WORK HISTORY & EXPERIENCE





▲ INTEGRITY HOME HEALTH

CMO & MARKETING DIRECTOR
Developed, designed and managed the creative direction of IHH's full brand, including all marketing materials, brand identity, website production and all B2B communications

▲ HAPPY GNOME, HR

CHIEF MARKETING OFFICER
Designed and directed a full grass-roots identity campaign and branding strategy for the new Gnome brand; Maintained and set strategic focus for all marketing efforts and budgets

▲ STIFEL FINANCIAL (GKB)

CREATIVE DIRECTOR OF MARKETING
Managed and evolved the Stifel brand, including all corporate materials, communications, marketing collateral and events; Supervised firm-wide marketing efforts, production time-lines, resources and project schedules

▲ GLOBUS FAMILY OF BRANDS

SUPERVISOR OF CREATIVE SERVICES
Managed GVI's national and world-wide travel and tourism publications design team; Supervised and directed seven art directors, designers and production artists for GVI

▲ DIPERSIODESIGN CREATIVE

OWNER & FREELANCE DESIGNER
Offered marketing and creative communication solutions, including brand identity, logo design, website design, print publications, advertising, media collateral campaigns, unique and responsive marketing products, custom illustrations, copywriting, and photography

▲ MILES PARTNERSHIP (WMG)

SENIOR PUBLICATIONS DESIGNER
Designed and managed five market cities, including Chicago, IL, New Orleans, LA, and San Jose, CA; Created travel and tourism publications, managed photography databases, and produced print advertisements

▲ FREESKIER MAGAZINE

PUBLICATIONS DESIGNER
Provided design and content support for all issues, including story editing, art direction and freehand carton illustrations

▲ TRINITY MARKETING, INC.

SENIOR GRAPHIC DESIGNER
Developed dozens of multi-phased branding campaigns for Boston-based clients

A NATIONAL BUSINESS OFFICERS ASSOCIATION (NBOA)
Lead Creative/Art Director for all conference materials

B GLOBUS ESCORTED TOURS
Supervisor of Globus tours' guides, international travel packages and products

▲ COLORADO CANINE MAGAZINE

FOUNDER & CREATIVE DIRECTOR
Directed location photoshoots, designed layouts, wrote and edited articles, and executed delivery-area logistics

D CHICAGO CONVENTION & VISITORS BUREAU (CCVB)
Designer and Manager of all publications and sales materials for the CCVB

▲ DIGITAS, BOSTON

SENIOR GRAPHIC DESIGNER
Designed and produced a wide range of agency print collateral, sales products, direct mail materials and corporate ads

▲ TRINITY COMMUNICATIONS

DESIGNER & PRODUCTION ARTIST
Produced and designed agency-specific market collateral, print advertisements, corporate brand standards, collaborative storyboards and promotions

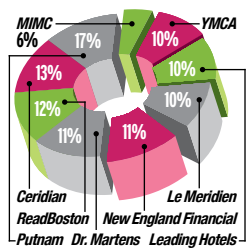
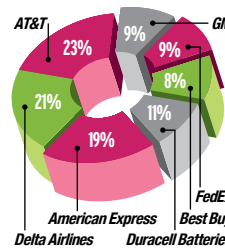
B UTAH GOVERNMENT FINANCE OFFICERS ASSOCIATION (UGFOA)
Art Director and Production Designer for event materials

C COSMOS ESCORTED TOURS
Creative Director of print ads, sales materials and national publications

▲ DOVETALES ANTIQUES & HOME

CO-OWNER, CREATOR & PRODUCER
Created, designed, published and distributed a decade of volumes along the East Coast

E NEW ORLEANS CONVENTION & VISITORS BUREAU (NOCVB)
Art Director for all NOCVB's tourism and event guides



▲ BAUM CAPITAL PARTNERS
CREATIVE & ART DIRECTOR
Developed grass-roots stages of the Baum brand; Created and launched logo identity, on-line presence and sales materials

C MONOGRAMS PACKAGES
Art Supervisor of printed and on-line, nation-wide marketing collateral pieces

F SAN JOSE CONVENTION & VISITORS BUREAU (SJCVB)
Creative Director for the SJCVB tourism market and all associated publications, photography and print ads

HIGHER EDUCATION; UNIVERSITY & MASTER'S



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

RESPONSE; CALL OR E-MAIL?



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

PETER DIPERSIO

Chief Marketing Officer, Creative & Marketing Director

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Phone: (303) 859-1996

LinkedIn URL: www.Linkedin.com/in/PeterDiPersio

SUMMARY:

I'm currently the Owner & Chief Marketing Officer of *DiPersioDesign, Creative Marketing*. I'm uniquely skilled in all aspects of strategic marketing, including: **corporate branding, creative and art direction, identity and logo development, print and digital sales materials, UX/UI website design, B2B/B2C communications, digital and email marketing campaigns, custom infographics design, and more.**

I've recently held the positions of CMO at *Happy Gnome, HR* (Denver, CO) and Fractional CMO & Marketing Director at *Integrity Home Health, Inc.* (Aurora, CO). And as Creative Director & Vice President of Marketing at *Stifel Financial*, formerly *GKB* (Denver, CO), for the previous eight years, I offer more than 25 years of industry experience.

I've also held the titles of Supervisor of Creative Services at *Globus family of brands* (Littleton, CO) and Senior Art Director at *Miles Partnership*, formerly *Weaver Multimedia* (Denver, CO). I was also the Publications Art Director at *Freeskier Magazine*, of *Storm Mountain Media*, (Boulder, CO) and Art Director & Senior Designer at *Digitas* (Boston, MA) and *Trinity Communications* (Boston, MA).

While employed or contracted under these agencies, some of the brands I've worked with, include: **AT&T, Delta Air Lines, Duracell, General Electric, GMC Truck, Stifel, Best Buy, General Motors, Oldsmobile, FedEx, Globus, Dr. Martens AirWair and YMCA of Boston.**

EXPERIENCE:

Trained in defining corporate brands, identities and multi-skilled marketing teams, I'm also well-versed in business chemistry, creative initiatives and piloting collaborative, attainable strategies. I also have experience incorporating strategic marketing visions and practical goals while carefully nurturing and evolving business development and innovation.

I'm exceptionally proficient in: targeted communications; custom branding, icon identity and logo development; multi-phased marketing initiatives; magazine, publication and guide design; creative and art direction; digital and social media campaigns; website evolution; multimedia advertising; digital and AI photography; story editing and copywriting.

A more detailed list of my proven competencies include: targeted multimedia communications; branding, identity and logo development for start-ups; multi-phased social media marketing solutions; UX/UI responsive website development and integration, publication and magazine design; digital and social media campaign development; video, photoshoots and advertising direction; multimedia advertising and print collateral; digital product photography; story editing and content development; and agency-driven copywriting.

I'm keenly adept in both Macintosh and Microsoft platforms with a unique set of progressive skills in relevant branding strategies, logo development and creative targeted marketing. I also possess a vast capacity in print and digital publication design and composition. And, of course, I'm exceptionally fluent in all the obligatory design applications, software and on-line sales and marketing platforms (too many to count) that make all this possible.

SKILLS & QUALIFICATIONS:

- *Small Business Growth*
- *Team Leadership*
- *Project Management*
- *Creative Collaboration*
- *Social Media Marketing*
- *Media & Public Relations*
- *Vendor Management*
- *B2B/B2C Marketing*
- *Identity & Branding*
- *Real-Data ROI & Budgeting*
- *Creative Writing*
- *Infographics Design*
- *Logo Development*
- *Publication Design*
- *UX/UI Website Design*
- *AI Photography*
- *Digital & Email Marketing*
- *Adobe Photoshop*
- *Adobe Illustrator*
- *Adobe InDesign*
- *Adobe Acrobat*
- *Microsoft Word*
- *Microsoft Excel*
- *Microsoft PowerPoint*
- *Target Marketing & Strategy*
- *Digital AI & Photo Retouching*
- *Freehand Art & Illustration*
- *Magazine Design & Production*
- *Story Editing & Content*
- *Print & On-line Advertising*
- *Promotional Products Branding*
- *Digital Infographics Creation*
- *Presentation & Design Training*
- *Vector Art & Restoration*
- *Event Branding & Management*
- *Conference Content Branding*
- *Editorial & Publication Editing*
- *Product Packaging Design*
- *Social Media Content Creation*

WORK HISTORY:

Happy Gnome, Human Resources (HGHR) — 2021-2022

Chief Marketing Officer

Produced, developed and directed all marketing, community relations and branding strategies for the new HGHR brand. Planned and executed initiatives to launch the public phase of HGHR's capital campaign. Collaborated with other members of the leadership team and shared expertise related to all marketing and communications efforts. Developed and implemented a marketing and communications plan with a focus on generating resources, communicating results and ensuring the brand was relevant and vital to stakeholders. Created and managed all external communications including websites, email marketing efforts, social media communications, digital marketing and collateral materials. Collaborated with traditional and new media channels to generate interest for all HGHR events, conferences and programs. Lead media relations, aggressively secured media stories and served as primary spokesperson in all marketing efforts. Assisted with event scripting and promotions as needed. Developed and managed a massive marketing and communications budget including contracts, social media agencies, graphic designers and other vendors related to communications and branding.

Integrity Home Health, Inc. (IHH) — 2019-2020

Fractional Chief Marketing Officer & Marketing Director

Developed, maintained and set strategic focus for the IHH brand, all marketing services and materials, and established promotional direction and execution. Managed the creative process, development, creation and production of IHH's entire brand, including, but not limited to: comprehensive marketing budget(s) rollout, visual branding and identity; mission statement(s), messaging and content creation; website design, development and SEO management; sales brochures, mailers, and associated marketing materials (both printed and digital); stationery packages, internal templates/forms; promotional event materials; sales tools, trade shows and presentations; social media development tools; internal/external communications; marketing content writing and editing; infographic sales materials (both printed and digital). Responsible for monitoring, measuring and analyzing the effectiveness of all marketing initiatives, including quarter-end and year-end goals, as they relate to the overall company's goals.

Stifel Financial (formerly George K. Baum & Company) — 2012-2019

Vice President & Creative Director, Marketing Communications

Managed and evolved the Stifel (GKB) brand, including all corporate materials, communications, marketing collateral and events; Supervised firm-wide marketing efforts, production timelines, resources and project schedules.

-National Business Officers Association (NBOA)
Lead Creative & Art Director for all Conference Materials

-Utah Government Finance Officers Association (UGFOA)
Art Director & Production Designer for all Event Materials

BAUM Capital Partners — 2016-2019

Creative & Art Director

Developed grass-roots stages of the BAUM brand; Created and launched logo identity, on-line presence and a host of conference and on-line sales materials for clients.

Globus Family of Brands (GVI) — 2010-2012

Supervisor of Creative Services

Managed GVI's national and world-wide travel and tourism publications design team; Supervised and directed seven art directors, designers and production artists for GVI.

-Globus Escorted Tours
Supervisor of Globus Tours' Guides & Sales Products

-Cosmos Escorted Tours
Creative Director of Print Ads, Sales Materials & National Publications

-Monograms Independent Travel Packages
Art Supervisor of Printed & On-Line, Nation-Wide Marketing Collateral Pieces

-Avalon Waterways Cruises
Design & Art Supervisor of Product Publications & Advertisements

Colorado Canine Magazine — 2011-2014

Founder & Creative Director

Directed location photoshoots, designed layouts, wrote and edited articles, and executed delivery-area logistics.

Dovetales Antiques & Home Magazine — 2003-2013

Co-owner, Creative Director & Editor in Chief

Designed, published and distributed a decade of volumes along the East Coast of New England and the Atlantic.

DiPersioDesign, Creative Marketing — 2003-Present

Owner & Chief Executive Officer

Marketing and creative communication solutions, including brand identity, logo design, website design, print publications, advertising, media collateral campaigns, unique and responsive marketing products, custom illustrations, copywriting, and photography.

Weaver Multimedia Group (Weaver Publications) — 2003-2006

Senior Tourism Publications & Guides Designer

Designed and managed five market cities, including Chicago, IL, New Orleans, LA, and San Jose, CA; Created travel and tourism publications, managed photography databases, and produced print advertisements.

-Chicago Convention & Visitors Bureau (CCVB)
Designer & Manager of all Publications & Sales Materials for the CCVB

-New Orleans Convention & Visitors Bureau (NOCVB)
Art Director for all NOCVB's Tourism & Event Guides

-San Jose Convention & Visitors Bureau (SJCVB)
Creative Director for the SJCVB Tourism Market & all Associated Publications, Photography & Print Ads

Freeskier Magazine (Storm Mountain Media) — 2001-2003

Senior Publications Designer

Provided design, content and layout support for all volumes, including story editing, art direction, advertisements and freehand carton illustrations.

Digitas, Boston — 2000-2001

Senior Graphic Designer

Designed and produced a wide range of agency print collateral, sales products, direct mail materials and corporate ads for a range of nationwide, multi-million-dollar clients.

Trinity Marketing & Consulting, Inc. (Trinity Communications) — 1998-2000

Senior Graphic Designer & Production Artist

Co-created, designed and coordinated several multi-phased branding campaigns for Boston-based clients; Produced and designed agency-specific market collateral, print advertisements, corporate brand standards, collaborative storyboards and sales pieces.

EDUCATION:

Massachusetts College of Art & Design (MassArt) — 1996-1997

Master's Program, Marketing & Communications

Boston, Massachusetts; GPA: 4.0

Franklin Pierce University (FPU) — 1992-1996

Bachelor of Fine Arts Degree (BFA) in Graphic Communications & Marketing; Minor in Fine Arts

Rindge, New Hampshire; GPA: 3.9