



BIO

I am a creative problem solver with experience across all mediums of marketing & design as well as management. I can design your ads, market your products, manage the team, and process payroll all while sweeping the floors if that's what is needed for the company to succeed.

I have a passion for elevating brands through unique design and strategies that create connections with consumers. I love to work with brands and individuals who are seeking a refresh, or who just want to continue evolving. Strategically, my goal is to pinpoint audience appeal and distill the core messaging down to it's clearest and cleanest visual form.

SKILLS

MARKETING

- Social Media
- Digital
- Print Ads
- Remote Setups

DESIGN

- Print / Layout
- Digital
- Apparel
- Video / Editing

MANAGEMENT

- Communication
- Problem Solving
- Planning

FOLLOW ME ON

 [linkedin.com/in/joeianelli](https://www.linkedin.com/in/joeianelli)





 [instagram.com/thejoeydonut](https://www.instagram.com/thejoeydonut)

 twitter.com/thejoeydonut

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DIGITAL MARKETER / DESIGNER

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PROFILE

Bridging The Gap Between Marketing & Design // I am a Digital Marketer and Designer with over 13 years of experience in management, advertising, and design with deep roots in the music industry. I collaborate with people and businesses to develop their designs and marketing strategies. I aim to match creativity and marketing, and thrive when given the opportunity to form concepts from beginning to end.

EXPERIENCE

Marketing Director // PlugYourHoles.com / CheapestPlugs.com // Kansas City, MO // 2012 - 2018

- Design lead for all apparel and body jewelry.
- Managed all social media including instagram, Facebook, Twitter, & YouTube.
- Implemented daily, weekly and monthly marketing campaigns to open new markets.
- Managed 50k yearly marketing budget.
- Designed & distributed content via email, text messages, digital advertising, social media, print & direct mail.
- Maintained & created daily content for the front end of each website.
- Responsible for leading the company to their first million in gross sales in the companies history in 2017.
- Managed remote promotional teams on music festivals and tours such as the Van's Warped Tour.
- Operations Management:
 - Oversaw the shipping team and contributed to handling, packing & shipping.
 - Managed book keeping & payroll.
 - Managed ordering of all products & supplies.
 - Maintained customer service communication with customers via all social media platforms.

Asst. Art Director // Metro Media Publications / Island Currents // New Jersey // 2008 - 2012

- Responsible for web advertising operations & maintain the site.
- Managed the layout of multiple weekly print magazines.
- Designed print advertisements for local and national businesses & editorial layouts for weekly magazines.
- Responsible for the entire layout and design of the direct mail monthly magazine the "NJ Barfly"

Head Apparel Designer / Owner // SelfMadeCo.com (2006 - 2016)

The former owner and main designer of the alternative apparel companies SelfMade Co. & Selfless Murder Clothing. 10 Years on multiple full US music tours selling and marketing directly to the companies main demographic on tours such as the Van's Warped Tour. Designed all the marketing materials & products.

EDUCATION

Film & Media// Hunter College • NYC 2005 - 2011 (Bachelors Hiatus since 2011)

- Teacher's Assistant for Joel Zuker: Deputy Chair of the Film and Media Department
- Specific courses completed include: Music Business , Film Production & Directing

TOURING EXPERIENCE

VAN'S WARPED TOUR

FULL TOUR | 2008 - 2014

PARTIAL TOUR | 2007, 2015 - 2018

BAMBOOZLE FEST 2007 - 2011

UPROAR TOUR 2012

TASTE OF CHAOS 2007 - 2009

RIOT FEST 2013 - 2011

TECHNICAL SKILLS

Adobe Photoshop

Adobe Illustrator

Microsoft Office

Google Sheets & Docs

Adobe Premier (Final Cut Pro)

HTML & CSS

Shopify & Bold Apps

Adobe InDesign

Apple Computers

Video Editing

Photography

