JOE
FINO
LEADER/CREATIVE TECHNOLOGIST

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💼 WORK EXPERIENCE

Present 2016

CREATIVE DIRECTOR
at Red Dog 📍 Baltimore

At the Red Dog agency I guide all projects and I'm responsible for the overall quality of work produced by the agency. I develop new client presentations, direct layout, design, and copy writing; determine and monitor production schedules; and, provide work direction to staff.

I work closely with clients to help develop solid strategies, and build authentic, meaningful, purpose-driven advertising. I am a technologist, web guy, and full-on digital communications expert. When I'm not completely consumed in developing client campaigns, I am networking and meeting new clients.

- Provide oversight and strategic leadership for all advertising efforts across all accounts—including processes, development, content, CRM, Social Media, SEM/SEO, etc.
- Manage development teams, freelancers, and in-house staff
- Analyze client requests and business requirements, and provide recommendations
- Work hands-on to produce client work
- Participate in new business estimates and pitches
- Advise the company on new technologies, products, and best practices

Spring 2019

AFFILIATE PROFESSOR
at Loyola University Maryland 📍 Baltimore

In my role teaching the course CM312 Web 1, I taught students conceptual understandings, design principles, Web usability, and SEO associated with website design and development. Students spent much of their time learning HTML & CSS before moving on to complete their final project which was a personal portfolio website built using WordPress.

2013 - 2016

PRESIDENT, CHIEF DIGITAL OFFICER
at Forge Integrated (previously Ingenium I/O) 📍 Baltimore

Built and grew the business from scratch—taking it from zero to a profitable company in the first year. Forge Integrated was a mix of various talents. We worked with clients to bring together branding, design, and digital communications to help them achieve their goals. As President and Managing Director I was primarily responsible for running the business.

2012 - 2013

WEB DEVELOPER/DESIGNER/STRATEGIST
at JoeFino.net Creative Services 📍 Bel Air

As a freelance designer, developer, and strategist I provided a wide-range of digital services to small and medium-sized businesses utilizing many current Internet technologies such as HTML, CSS, JavaScript (jQuery), PHP, and custom WordPress themes. I also advised clients on digital marketing campaigns and social media.

2012

BRAND TECHNOLOGY
at CHIEF 📍 Washington, DC

As a Brand Technologist I created opportunities to expand client possibilities, using cutting edge technology—solving marketing challenges, branding, and expanding the presence of clients in digital arenas.

2008 - 2012

DIRECTOR OF MARKETING TECHNOLOGY
at Crosby Marketing 📍 Annapolis

I led and managed all aspects of digital production. The team consisted of in-house Developers, Designers, Production Artists and external freelance talent. I was responsible for all production of Interactive, Web, and Mobile development for the agency—while working hands on to produce client work. I was responsible for integrating digital into every aspect of the agency, including training and mentoring staff to help raise their Digital IQ to facilitate better communication with clients when discussing digital strategies.

- Established and articulated a clear technical vision for the agency's development processes

👤 WHY ME?

I lead high-performance, award-winning, interactive teams of developers, designers, animators and digital production artists; I also lead by example working in branding, web design, development, and strategy.

I offer a unique mix of creative and technical skills. Combine these skills with business acumen, and a strong desire to succeed, and I believe that makes me a strong candidate for any business.

I never say, "It can't be done". Instead, I strive to provide creative solutions to issues and rarely let obstacles prevent me from achieving my goals and producing successful results for my clients.

TOP ATTRIBUTES

- Expert WordPress Developer
- Strong background in web development, application design, marketing, and management
- Excellent client interaction and presentation skills
- Ability to manage multiple projects, aggressive time lines, and strict budgets
- Excellent oral and written communication skills
- Ability to identify and implement process improvements
- Visionary leadership, proactive approach, and positive attitude
- Expert knowledge of web design techniques, technologies, and related products
- Expert knowledge of LAMP
- Expert knowledge of MS ASP
- Expert knowledge of Adobe Creative Suite
- Adobe Certified Photoshop Expert
- CIW Certified Site Designer

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💼 WORK EXPERIENCE (CONTINUED)

📈 SKILLS

2008 - 2012

DIRECTOR OF MARKETING TECHNOLOGY
at Crosby Marketing 📍 Annapolis

- Identified and implemented opportunities for process, technology, and organizational improvement
- Remained current with new technologies, products, best practices—attending conferences and training
- Participated in new business estimates and pitches
- Served as the face of the development team—directly working with clients
- Provided hands-on leadership for all development efforts
- Managed team members as well as freelancers
- Mentored junior members of the team
- Gathered requirements and documented all processes
- Coordinated project schedules and traffic for digital production
- Worked with all of the integrated teams at Crosby to produce high quality work for clients across all disciplines

HTML
CSS
PHP
JavaScript
jQuery
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Adobe Audition
Adobe Dreamweaver
Adobe XD
InVision
Sketch
MS Office

2006 - 2008

DIRECTOR OF INTERACTIVE
at Planit Advertising 📍 Baltimore

Led and managed a high performance, award-winning team of Project Managers, Web Developers, Designers, Production Artists, and 3D Animators. My team developed and executed a variety of Interactive projects including unique client web designs, email marketing, viral campaigns, online and mobile advertising, application development, 3D animation, and motion graphics.

- Created estimates and proposals for projects
- Ensured delivery of high quality work on-time, and on-budget
- Maintained departmental budgets and forecasting
- Collaborated with sales, programming, email marketing, and SEO staff, to develop concepts and strategies
- Conceptualized, presented and executed high-quality and effective multimedia solutions and strategies, including audio, video, animation, and interactivity, to create and enhance clients' web experience
- Explored opportunities to integrate new technologies into existing accounts and production processes
- Worked with account staff and business development to identify new business opportunities and participated in the execution of proposals and presentations
- Provided leadership within the agency and with clients in the strategic planning processes
- Worked closely with other members of the agency's Sr. Staff to facilitate efficient workflow, effective creative development, and smart strategic planning processes

💡 BRANDS/CLIENTS

The Associated Press
Under Armour
Finish Line
Bernard Nacht
PANDORA Jewelry
Black & Decker
Blackjet
BMW North America
Hyundai
CarMax
HBO
Disney
Energy Star
USDA
Social Security Administration
HHS, OrganDonor.gov
UNOS
Kaiser Permanente
St. Joseph's Hospital
Dr. Jantz
The Center ● A Place of HOPE
Pain & Spine Specialists
Shakthi Health & Wellness
OMNI Eye Specialists
CapitalOne
(k)RPG
Wells Fargo
Wall Street Institute
Eco Care
MDVMA
Bermuda Tourism
The Downtown Partnership of Baltimore
The Walter's Art Museum

📖 EDUCATION AND CREDENTIALS

- HFI: The Science and Art of Effective Web and Application Design
- EEI Training: Flash Designer Certification
- UMBC: CIW Professional Site Designer
- Sun Training Center: Java Programming
- Stevenson University: Active Server Pages with VBScript
- Harford Community College: Web Developer Certification
- University of Baltimore: Corporate Communications
- Essex Community College: AA Liberal Arts

ACTIVITIES AND ACHIEVEMENTS

- Affiliate Professor, Loyola University of MD
- Judge, WebAwards Competition 2007 thru 2019
- Guest Blogger at RynseMagazine
- Speaker at TEDx Chester River
- Technical Editor for the book: FileMaker Pro 13, Absolute Beginners Guide
- Gold and Silver Addy Award Winner
- PRSA Award Winner
- We Love WordPress Design Showcase
- Webby Honoree
- Mature Media Award Winner
- Web Smarty Award