

# JOE FINO

LEADER/CREATIVE TECHNOLOGIST

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## WORK EXPERIENCE

July 2020 to Present

### FOUNDER/CREATIVE DIRECTOR at Unexpected Creative

♥ Baltimore

Lead creative projects across digital, video, animation, presentation design, and social media. Craft compelling narratives through branding, video, and AI-generated imagery for industries like health, tech, finance, and other commercial and non-profit sectors.

- 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 to execute high-quality work.
- Analyze client requests and business requirements to provide tailored recommendations.
- Work hands-on to produce client work across multiple disciplines.
- Participate in new business estimates and pitches to drive company growth.
- Advise on emerging technologies, AI imagery, animation, and digital marketing best practices to ensure cutting-edge creative solutions.
- Presentation Design & Motion Graphics: Expert in PowerPoint, Google Slides, and Keynote, integrating animation, video editing, and AI-generated visuals to craft engaging, interactive presentations.
- Video Production & Editing: Use Adobe Premiere Pro and After Effects to develop dynamic video content, seamlessly integrating into digital campaigns and presentations.
- AI Imagery & Graphic Design: Utilize tools like Midjourney, DALL-E, and Stable Diffusion to generate unique, on-brand assets that enhance storytelling.

July 2016 to July 2020

### CREATIVE DIRECTOR at Red Dog

♥ Baltimore

At RedDog I guided all projects and was responsible for the overall quality of work produced by the agency. I developed new client presentations, direct layout, design, and copywriting; determine and monitor production schedules; and, provide work direction to staff members.

Spring Semester 2019  
& Fall Semester 2021

### AFFILIATE PROFESSOR at Loyola University Maryland

♥ Baltimore

In my role teaching the courses CM312 and CM202, 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.

2012 - 2016

### 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



## 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



## WORK EXPERIENCE

2008 - 2012

### ● DIRECTOR OF MARKETING TECHNOLOGY

at Crosby Marketing

♥ Annapolis

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
- 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

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
- 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
- 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



## 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



## SKILLS

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



## 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