



JOE FINO

DIGITAL EXPERIENCE & STRATEGY LEADER

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I'm a geek, and I'm fine with that. Most of the people building the interesting parts of the internet are.

Like a lot of 80s kids, I got pulled into video games, and at 11 I cared more about how they worked than how to win. Learning to program in BASIC on a Commodore VIC-20 turned into a career building digital work for brands like BMW, Lincoln Center, Under Armour, Disney, Capital One, and Wells Fargo.

Twenty-five years in, here's what I've learned: most of what gets sold as digital growth is rented. Paid reach that performs while the budget lasts and vanishes the day it stops. I build the other kind, the audience, the site, and the funnel a brand actually owns. That takes strategy and the execution to back it: information architecture, UX, conversion, the build itself, and the platform calls underneath. I've led the teams and I've done the work, and I know which one a problem needs.

As Principal of Unexpected Creative, I run digital experience and strategy for clients across health, finance, education, and the arts. I also co-founded Watchtower Brewing, where I built the entire brand and digital presence from nothing, a useful reminder that strategy only counts when it ships.

The virtual world stopped being a destination a long time ago. It's woven into how people shop, work, and live. The fun part, for the geek and the operator in me both, is owning the whole thing end to end and watching it work.

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
- Community College of Baltimore County (CCBC):
 - AA Liberal Arts

ACTIVITIES AND ACHIEVEMENTS

- Affiliate Professor, Loyola University of MD
- Judge, WebAwards Competition 2007 thru 2025
- 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

TOP SKILLS

- Digital Strategy
- Digital Experience
- Information Architecture
- UX & Conversion
- Marketing Technology (HubSpot, CRM)
- HTML
- CSS
- PHP
- JavaScript
- jQuery
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects

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