

JOE FINO

Bel Air, MD | joefino.net | linkedin.com/in/joefino

PROFESSIONAL SUMMARY

Digital experience and strategy leader with 25+ years building and running interactive teams at agencies from mid-size independents to national firms. I own the execution: information architecture, UX and conversion, analytics and CRM, front-end development, and the platform decisions underneath, and I lead the developers and designers who ship it. I have set technical vision since 2006 and stayed hands-on through it. A steady, client-facing presence who turns complex technical calls into clear business conversations, and who knows when to lead from the front and when to let the work speak.

WORK EXPERIENCE

Principal, Digital Experience & Strategy

Unexpected Creative | July 2020 – Present | Baltimore, MD

Senior digital strategist and primary client advisor across all accounts, providing executive-level direction on digital strategy, analytics, CRM, and marketing technology for clients across health, finance, tech, and commercial sectors.

- Own analytics implementation across client accounts: GA4 configuration, Google Tag Manager, and performance reporting.
- Implement and manage HubSpot CRM, overseeing platform configuration, automation workflows, and reporting infrastructure.
- Diagnose what is broken before recommending a fix, then own the build that follows.
- Lead all new business development: prospecting, proposals, scope, and pricing.
- Manage external developers, freelancers, and technical vendors across web, digital, and campaign work.
- Integrate AI tools across production workflows, including Claude, ChatGPT, Midjourney, DALL-E, and Gemini.

Partner & Director of Marketing

Watchtower Brewing Company | 2018 – Present | Aberdeen, MD

Co-founded and led all brand and marketing for a craft brewery from concept through grand opening in December 2025, building the identity, the strategy, and the audience before the doors ever opened.

- Developed the full brand identity: naming, logo, visual language, and positioning.
- Built the taproom experience concept, merchandise program, and event programming from the ground up.
- Grew social media to 3,400+ followers before opening through organic content and community building.
- Secured press coverage including The Baltimore Sun and WMAR-TV.
- Created and executed the full marketing launch plan across digital, events, and local partnerships.
- Post-opening, ran paid campaigns that tripled Thursday trivia night revenue, from roughly \$500 to \$1,500 per night on \$225 in spend.
- Drove the first Tower Rocks festival to 250+ attendees and the brewery's highest-grossing taproom day to date.

Creative Director

Red Dog | July 2016 – July 2020 | Baltimore, MD

- Directed all agency accounts across digital strategy, web development, social media, and creative production.
- Managed a team of designers, developers, copywriters, and social media specialists.
- Developed comprehensive marketing plans and custom digital solutions aligned to client goals.
- Led new business development including presentations, proposals, and client pitches.
- Served as senior client advisor, maintaining long-term relationships across all accounts.

Affiliate Professor

Loyola University of Maryland | Spring 2019 & Fall 2021 | Baltimore, MD

- Taught CM312 and CM202, covering web design, development, usability, and SEO. Students built personal portfolio sites in HTML, CSS, and WordPress as their final project.

Managing Director, Digital Strategy

Forge Integrated | 2015–2016 | Washington, DC-Baltimore Area

- Brought on a second partner and rebranded Ingenium I/O consultancy as Forge Integrated, combining branding, design, and digital communications. Led digital strategy and ran the business, then moved the client base to Red Dog.

Principal, Chief Digital Officer

Ingenium I/O | 2013–2015 | Washington, DC-Baltimore Area

- Built Ingenium I/O out of my long-running independent consultancy, JoeFino.net, taking it from no clients to a profitable business in the first year. Served clients across industries with web, digital strategy, SEM, social, and content, managing freelance development teams and driving all new business.

Director of Marketing Technology

Crosby Marketing | 2008–2012 | Annapolis, MD

- Architected and led the agency's digital practice, managing in-house developers, designers, and production artists alongside external freelance talent.
- Partnered with senior leadership and outside consultants to drive a full-agency digital reorganization, embedding digital strategy across every department.
- Served as the senior client-facing voice for digital, translating technical decisions into clear strategic conversations.
- Established technical standards, documentation, and development workflows from the ground up.
- Elevated digital fluency across the agency through training, mentoring, and direct collaboration.
- Led new business estimates and pitches, contributing directly to agency growth.

Director of Interactive

Planit Advertising | 2006–2008 | Baltimore, MD

- Led an award-winning interactive team of project managers, developers, designers, and animators. Managed estimates, proposals, and delivery across web, email, mobile, and digital advertising, and contributed to new business and agency-wide strategic planning.

SKILLS

Strategy & Leadership: Digital Strategy, Marketing Technology Integration, Agency Digital Transformation, New Business Development, Client Advisory, Team Leadership, Vendor Management

Marketing Technology: GA4, Google Tag Manager, HubSpot, CRM Platforms, Marketing Automation, Attribution Modeling, CMS Architecture, SEO/SEM

AI & Emerging Technology: Claude, ChatGPT, Perplexity, VEO, Midjourney, DALL-E, Stable Diffusion, AI Workflow Integration, Prompt Engineering

Development & Design: HTML, CSS, JavaScript, PHP, WordPress, Adobe Creative Suite, Premiere Pro, After Effects

NOTABLE BRANDS & CLIENTS

The Associated Press, Bermuda Tourism, Black & Decker, BMW North America, CarMax, Capital One, Disney, Finish Line, HBO, Hyundai, Kaiser Permanente, PANDORA Jewelry, Social Security Administration, Under Armour, USDA, Wells Fargo, The Walters Art Museum

EDUCATION & CREDENTIALS

Corporate Communications, University of Baltimore · A.A. Liberal Arts, Community College of Baltimore County (CCBC)

HFI: The Science and Art of Effective Web and Application Design · CIW Professional Site Designer, UMBC · Web Developer Certification, Harford Community College

ACTIVITIES & ACHIEVEMENTS

Judge, WebAwards Competition 2007–2025 · Speaker, TEDxChester River · Technical Editor, FileMaker Pro 13: Absolute Beginner's Guide · Gold and Silver ADDY Award Winner · PRSA Award Winner · Webby Honoree · Mature Media Award Winner · Web Smarty Award