

## JOSEPH CORREA

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### Experience:

Creative Director | Mayhem Agency | Orlando, FL | January 2023 - Present

- Singlehandedly crafted the Mayhem Agency brand & identity
- Developed unique brand strategy for clients in various business sectors
- Orchestrated the creation of engaging campaigns across multiple platforms and mediums
- Coordinated creative teams of various sizes on projects both large and small

Art Director | Zumba | Miami, FL | October 2021 - January 2023

- Spearheaded the entire brand and identity process for Sommos™, a fitness app concept by Zumba
- Worked closely with the UI/UX and Dev teams to resolve issues and implement cohesive solutions
- Conceptualized art layouts, email campaigns, social media strategy, and general marketing materials
- Communicated creative strategy and notes through both in-person and remote team meetings

Creative Director | Azella | Kansas City, MO | April 2021 - October 2021

- Interfaced directly with clients to guide the creative direction of the brand's foundation
- Produced the brand and identity design for dozens of clients
- Managed creative direction of clients and development for a plethora of branding and marketing projects
- Oversaw the concept, design, and development of the web presence for a plethora of clients

Art Director | SPRY | Orlando, FL | April 2019 - May 2020

- Conceived the creative vision for numerous creative campaigns spanning various channels
- Strategized pre-production planning to ensure efficient timelines saving time and costs
- Directed talent, supervised departments, and oversaw production for various campaigns both on and off set
- Designed and animated high-quality motion graphics for various campaigns
- Coordinated with Fortune 500 Companies and high-profile clients including Olive Garden, Blackstone, Darden, NASA, Kennedy Space Center, Baker Tilly International, Visit Orlando, Sonny's BBQ, and Central Florida Health

Multimedia Creative Lead | Roman & Jules | New York, NY | December 2018 - September 2019

- Captured professional-quality product photo and video
- Developed various social media campaigns, event media, and marketing materials
- Spearheaded the rebrand of the YDiamonds e-commerce brand offshoot

Creative Coordinator | Luxevo Vacations | Bradenton, FL | January 2018 - August 2018

- Managed the entire Luxevo Vacations marketing & creative team
- Initiated the Luxevo Vacations brand identity overhaul and led the web presence redesign
- Pioneered the concept, brand, and identity design of sister brands LXVN Magazine and LXVN Apparel
- Collaborated with multiple international 5-star resort brands

### Skills

Creative Direction, Art Direction, Marketing, Brand Strategy, Communication, Campaign Management, Concept Development, Social Media Management, Project Management, Team Leadership, Graphic Design, Video Production, Scriptwriting, Copywriting, Photography, Motion Design, Brand & Identity Design, UI/UX Design, Web Design, Product Design, Adobe Creative Suite, Figma, G Suite, Notion, Blender, 3D Modeling, Windows, Mac OS

### Education

Ringling College of Art & Design | Sarasota, Florida - **Bachelor of Fine Arts (B.F.A.) in Filmmaking**

Osceola County School for the Arts | Kissimmee, Florida - **H.S. Diploma with Technical Theater Certification**