JOSEPH CORREA
845-800-4484 | josephgcorrea@gmail.com | joeycorrea.com | linkedin.com/in/josephgcorrea

Experience:

Freelance Multimedia Designer | Freelance/Contract | January 2023 - Present

- Collaborated with various clients and agencies including Universal Studios, Advent Health, Winn-Dixie, and Navy Federal Credit Union to craft unique creative solutions to engage audiences across multiple platforms
- Directed end-to-end creative campaigns across digital, print, web, and video to elevate client brand visibility and engagement on various platforms and marketing channels
- Produced dynamic creative content boosting audience engagement and social traffic across multiple platforms
- Developed creative processes and templates to streamline production efficiency and encourage growth

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

- Spearheaded the branding and identity design for Sommos™, a fitness app concept by Zumba
- Directed creative strategy and execution effectively across an entirely remote team
- Facilitated efficient communication between UI/UX, Dev, and creative teams
- Developed design layouts, email campaigns, social media strategy and content, and marketing materials

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

- Collaborated with financial and advisory clients to understand and execute their vision and goals throughout the branding and web development process
- Designed and developed the brand, identity, and web presence for dozens of clients
- Oversaw the design, copywriting, and post schedule for social media posts for clients

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

- Developed creative campaigns while ensuring seamless integration across multiple channels
- Supervised various departments, directed talent, and oversaw production both on and off set
- Coordinated branded content creation including shooting, editing, and motion graphic design
- Crafted comprehensive graphic, web, and print designs tailored to specific client needs and brand strategies
- Collaborated with high-profile clients including Olive Garden, Blackstone, NASA, RIP-IT, Kennedy Space Center, Baker Tilly International, Visit Orlando, Sonny's BBQ, and Central Florida Health

Skills:

Creative Direction, Art Direction, Marketing, Social Media, Brand Strategy, Communication, Campaign Management, Concept Development, 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, Adobe Experience Manager, Wordpress, Salesforce, Innovation, Problem Solving

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 & Technical Theater Certification