

Joseph D. Scorzo, Jr.

Professional Statement

I am an outgoing, ethical and energetic professional with extensive multimedia experience seeking a career with opportunities for advancement and personal growth. Seeking an opportunity to apply design education and add value to the team.

Experience

Standard Bank and Trust Company **Marketing Website Manager**

Hickory Hills, IL
October, 2013-present

- Maintains bank website which includes generating, updating website pages for written content, images, photos, videos, PDFs and audio as well as upload, test and troubleshoot new and updated web content.
- Assist in coordinating, maintaining and developing a master web content calendar for updating, maintaining, and refreshing web pages.
- Regulate and manage access rights to website.
- Examine and analyze site traffic. Research and report on trends, best practices related to web content.
- Create, program and schedule emails, blogs, eNewsletters, eVites and other digital messaging for the bank.
- Develop and maintain a web content style guide that is consistent with bank brand guidelines.
- Develop and maintain keyword and metadata lists.
- Project manages all marketing aspects of assigned key bank projects/initiatives supporting various bank lines of business teams. Effectively communicate with bank partners to ensure that marketing materials adhere to brand standards and project goals, are flawless and delivered on time and within budget.
- Provide graphic design and photography support for various creative platforms, including but not limited to website banners, blog images, e-blasts, intranet communications, flyers, online coupons, program ad books, church/community publications
- Develop the strategic and tactical execution of assigned design projects.
- Manage and maintain image resource files on departmental drive.
- Coordinate and design the electronic monthly internal newsletter as well as quarterly electronic customer newsletter.

Standard Bank and Trust Company
Marketing Coordinator

Hickory Hills, IL
February, 2009-October, 2013

- Responsible for designing social media advertisements, newspaper ads, website banners, flyers, direct mail material, community ad books, ATM receipts, in-branch merchandising materials, logo items and other graphic design related activities
- Updates and creates web pages to the company's website and intranet
- Improved on the search engine optimization of the current website and microsites
- Writes weekly blogs
- Develops strategic and tactical execution of assigned design projects.
- Tested and developed a successful text to win campaign
- Translates product features into graphically pleasing solutions in line with current corporate/customer product branding and design
- Manages and maintains image resource files on departmental drive.
- Coordinates and designs the electronic monthly internal newsletter as well as quarterly electronic customer newsletters
- Analyzes effective tracking and target-marketing initiatives.
- Maintains relationships with multiple vendors in a variety of fields including merchandise and print
- Coordinates community events including local parades, seminars and customer appreciation days
- Designed the financial institution's debit and business debit card
- Maintains and tracks community support budget for the 41 branches

Standard Bank and Trust Company
Marketing Representative

Hickory Hills, IL
February 2007 – February, 2009

- Managed internal promotional store, filled orders, assessed inventory and restocked items as needed
- Designed newspaper ads for the financial institution
- Worked closely with the webmaster to develop the new look for the institutes website
- Developed a theme and graphics for the strategic planning meetings

Education

DeVry University

Bachelors of Multimedia Design & Development

October, 2013

Graphics Multi Media Management Concentration

Moraine Valley Community College

Associate in Applied Science Degree

May, 2008

Computer Graphics – Digital Art/Design

Skills

I am proficient in the Full Adobe Suite including extensive knowledge in Photoshop and Illustrator, Microsoft Office. I am experienced in Microsoft FrontPage, Dreamweaver, Adobe Premiere, and Pro Final Cut. I have a broad knowledge of Wordpress, Constant Contact, Hubspot and American Eagle's content management systems.

Awards

Won 1st Place, Mountain Dew Regional Can Design (2012). Can design "Rusted Malt" was selected from thousands of entries as the new can design for the Great Lakes region. www.yourmalt Dew.com

Organizations

Active volunteer at The Bridge Teen Center where I am able to enrich the lives of local teens that needs positive reinforcement in a place to call their own.