



JOE LIPARI

310-259-9330 / JOE.LIPARI46@GMAIL.COM

JRLIPARI.COM/WORK

INTRODUCTION

Highly motivated, detail-oriented, innovative and enthusiastic self starter with more than 10 years experience managing creative teams and marketing initiatives. A proven track record of bringing big concepts to life; creating special events and activations as well as TV, Radio, Print, OOH, Digital / Social, 3D, UX, practical and interactive solutions on a global and hyper local scale.

Previous clients / employers include Brooklyn Nets, New York Islanders, Jay-Z, MTV, HGTV, Belinski Media, Stella Artois, Pier 13, HBO, ESPN, and Marvel/Netflix.

Career supported by military service (US Army, Honorable Discharge), a BFA in Advertising (School of Visual Arts) and professional certifications (including Yale, NYU and IBM)

CERTIFICATIONS

MFA (Creative Writing) : 2021
Social Media Marketing : 2020
Digital Marketing : 2020
Data Science : 2020
Content Marketing : 2020
Hospitality & Tourism : 2020
200hr+ Yoga Teacher : 2019
Google Ads : 2019
Google Marketing : 2019
BFA (Advertising) : 2017
Filmmaking (Directing) : 2011
Screenwriting : 2011
Broadcasting : 2001

EXPERIENCE

RECESSION PROOF CONSULTING

Creative/Marketing Consultant, 2005-Present

Bring big ideas to life on modest budgets; create original content, organize special events, and lead development of engaging marketing strategies for clients including small businesses, wellness brands, restaurants, small venues, production companies and real estate agencies in competitive markets in the US and abroad.

BSE GLOBAL

Senior Manager Creative Projects: Global Marketing, 2017-2019

Instrumental in guiding the creative process and maintaining standards for 11 distinctly different brands throughout the NBA (BK Nets) & NHL (NY Islanders) seasons and a full slate of events in Barclays Center & Nassau Coliseum. As the franchises grew internationally, often guiding high level global marketing strategies simultaneously with a number of domestic projects of various scopes and sizes.

SERIOUS AUDIO VIDEO

VP Sales & Marketing, 2013-2017

Directed multi-platform brand messaging, led international expansion efforts, developed branded content and created their digital advertising strategy. Brand notoriety, awareness and revenue grew exponentially over three years; due to media partnerships, SEO/SMO strategies and consistent brand messaging. Two industry magazines recognized Joe as a Top 40 Under 40 industry influencer.

MOTIVE NYC

Brand Strategist & Creative Producer, 2008-2012

Created/executed cross-platform integrated marketing strategies (digital, traditional, mobile, stunt/event & experimental), managed audio/video production and post-production projects, with a focus on technical supervision and cohesive storytelling. Multiple projects of varied budgets happened simultaneously, often at different stages of production.

DETAILED RÉSUMÉ / PORTFOLIO UPON REQUEST