



Professional Profile

A creative marketing professional with 25 years of experience in business-to-business and business-to-consumer branding and marketing. Increasing revenue and marketing share through diligent research and effective creative.

Core Qualifications

Branding and Marketing

- Consumer insights and research for business-to-business and business-to-consumer brands
- Brand manager creating and implementing branding and marketing growth tactics
- Brand planner creating strategic outlines, agendas and plans preparing brands for national or regional marketing campaigns
- Brand awareness plan creator and director
- Competitive marketing landscape using SWOT analysis and brand positioning methods
- Marketing plan preparation, design, and creation
- Brand discovery session designer, leader, and coordinator
- Strong background in both traditional and online sales channels
- Hands on experience using social media networks as a marketing focus
- Creating lead generation opportunities for business-to-business and business-to-consumer brands

Management

- Team leader of creative team and client creative lead
- Finance budgeting, forecasting plus ROI analysis
- Budget and overall financial management
- Experience managing multiple accounts in a fast-paced agency (both Business-to-Business and Business-to-Consumer)
- External relationship building and managing with outside vendors including advertising agency, graphic design firms, printing vendors, photographers, fulfillment house and technology resources
- Managerial and leadership skills including leading teams
- Management experience creating front-end and back-end of websites using HTML5, PHP, Wordpress, Joomla and ASP
- Public relations understanding and experience
- Event planning understanding and experience
- Media planner, negotiator, and buyer
- Management communications
- Strong work ethic with a passion for creative strategy and effective execution
- Proficient in Adobe CC, Microsoft products, and Google cloud environments
- Solid team leadership abilities
- Comprehensive communications skills

Jeff Masilun About



Education

SAVANNAH COLLEGE OF ART & DESIGN, Savannah, GA
Bachelor of Graphic Design - 1993

Community Involvement

- Member of the American Advertising Federation
- Coach for Girls On The Run Olde Providence team
- Coach for South Charlotte Baseball Association
- Provide pro bono web design service to pstrong.org
- Served on professional organization board for Business Marketing Association
- Past provider of pro bono marketing services for Charlotte Affiliate of the Susan G. Komen Foundation
- PTA board member at Olde Providence Elementary School

Achievements

- 2016 - Charlotte Top Web Design Company recognition
- 2016 - Charlotte Top Advertising Agency recognition
- 2015 - Charlotte Top Web Design Company recognition
- 2015 - Charlotte Top Advertising Agency recognition
- 2014 - Charlotte Top Web Design Company recognition
- 2009 - Communicator Award Recipient
- 2008 - Charlotte Top Web Design Company recognition
- 2008 - Communicator Award Recipient
- 2007 - Charlotte Top Web Design Company recognition
- 2007 - Print Media Award Recipient
- 2006 - Print Media Award Recipient
- 2006 - Davey Award Recipient
- 2005 - Charlotte Top Web Design Company recognition
- 2005 - Charlotte Top Advertising Agency recognition
- 2004 - Business Marketing Association Award Recipient
- 2003 - Charlotte Top Advertising Agency recognition
- 2003 - Business Marketing Association Award Recipient
- 2002 - Business Marketing Association Award Recipient
- 2001 - Business Marketing Association Award Recipient
- 2000 - Business Marketing Association Award Recipient

Jeff Masilun Experience



Mindstorm Communications Group, Inc. Creative Director

1999 - Current

Creative Duties:

- Client brand development lead
- Creative and Senior Art Director and Manager of creative service team
- Director of interactive web design
- Creative and Project Lead for all catalog projects
- Project Lead of web design team and contract labor
- Manager of interactive development including database and web architecture
- Front End Web Designer
- Back End Designer and Manager
- Site Architecture and Wireframe Designer
- Director client photo and video shoots

Manager and Business Duties:

- Account supervisor for B2B and B2C clients
- Developed and implemented strategic marketing plans and tracked results
- Developed brand awareness and marketing strategies
- Create lead generation plans for clients
- Prepared market analysis reports for each project
- Developed and implemented client product and service strategies
- Coordination of all marketing materials
- Consulted with internal staff on strategic planning efforts
- Maintained close client communications while focusing marketing objectives
- Provided support to the marketing and design team
- Held regular staff meetings to track progress of all ongoing projects and campaigns
- Brainstorm effective ways to increase client sales
- Identified ways to increase sales of client products and services
- Worked with clients to determine realistic marketing budgets
- Managed customer relations efforts for each client
- New business and client sales developer
- Sales forecasting and growth planning
- Traffic manager and account planner
- Responsible for project and annual client planning and budgeting
- Employee manager of full time and contract labor
- Accounting and bookkeeper using Quickbooks

Jeff Masilun About



Giordano Advertising Inc.

Creative Director

1997 - 1999

Manager and Business Duties:

- Account supervisor for B2B and B2C clients
- Developed and implemented strategic marketing plans
- Developed brand awareness and marketing strategies
- Coordination of all marketing materials
- Consulted with internal staff on strategic planning efforts
- Maintained close client communications while focusing marketing objectives
- Provided support to the marketing and design team
- Held regular staff meetings to track progress of all ongoing projects and campaigns
- Brainstorm effective ways to increase client sales
- Identified ways to increase sales of client products and services
- Traffic manager and account planner
- Employee manager of full time and contract labor

Creative Duties:

- Creative director of B2B creative services
- Photography director
- Production manager
- Traffic manager assistant
- Creative coordinator between creative and management

Jeff Masilun About



Reid & Associates, Inc. Senior Art Director

1995 - 1997

Creative Duties:

- Art Director of art services
- Branding design and development
- Catalog designer and art director
- Photography direction
- Production manager
- Pre-press manager and color specialist
- Photography director

Bradshaw Creative Communications. Art Director

1994 - 1995

Creative Duties:

- Lead designer for 8 automotive magazines
- Graphic design services
- Magazine production and desktop publishing
- Identity design and development
- Branding design and development
- Photography direction
- Pre-press

TPI (Technical Publications Inc.) Technical Illustrator

1993 - 1994

Creative Duties:

- Technical Illustrator
- Graphic design
- Illustration services
- Desktop publishing
- Identity design and development
- Photography direction

Jeff Masilun About



Computer Application Skills:

Expert in the following applications:

Adobe CC:

Illustrator
Photoshop
InDesign
Dreamweaver
Acrobat
Fireworks

Internet:

Wordpress
Joomla
HTML
PHP
MySQL
SQL
myPHP Admin
GoogleAdWords
BingAdWords
Facebook Ads

Misc.

Salesforce.com
Hoovers.com
Quickbooks
Microsoft Office Suite
Apple Cloud Apps
Google Docs
Workamajig
QuarkXPress

B2B Industry Experience:

Extensive industry experience with the following brands:

Apparel:

Hartwell
Blake and Hollister
Pine Island Sportswear
American Cottons
Century Place
Bermuda Sands
Carolina Made
Lebos Dancewear

Industrial:

Husquvarna
John Deere
Sunbelt Outdoor Products
Ingersall Rand
Barloworld/Hyster
Jaws of Life

Automotive:

Bradshaw Automotive
Cerritos Automotive
Sonic Automotive

Jeff Masilun Experience



B2C Brand Experience.



B2B Brand Experience.

