



About Jeff Masilun

Professional Profile

An accomplished creative marketing and branding professional with extensive experience in both business-to-business and business-to-consumer channels. Demonstrates expertise in creative, digital, branding and marketing, including brand development, strategic planning and implementation.

Core Qualifications

- Leadership in luxury branding and premium experience marketing.
- Proficient in digital creative strategy, UX design, and multi-channel campaigns.
- Skilled in managing and mentoring cross-functional creative teams.
- Expertise in budget management, forecasting, and ROI-driven marketing plans.
- Proven ability to develop and implement strategic plans that drive innovation.
- Strong background in leveraging cutting-edge technology for brand storytelling.

Education

- Savannah College of Art and Design
- Bachelor of Fine Arts | 3.7 GPA | Graduated May 1993

Community Involvement

- Volunteer for KennedyStrong Foundation
- Member of the American Advertising Federation
- Pro bono web design services for nonprofit organizations
- Coach for Girls On The Run and South Charlotte Baseball Association



Experience

Mindstorm Communications Group, Inc. 2007 - Current
Chief Creative & Operations Strategist

Mindstorm Communications Group, Inc. 1999 - 2007
Executive Creative Strategist & Brand Innovator

- Directed all aspects of creative strategy, brand development, and digital innovation.
- Led high-profile campaigns for luxury and B2B clients, delivering exceptional ROI.
- Built and managed cross-functional teams to execute large-scale creative projects.
- Spearheaded digital transformation initiatives, including web design and UX development.
- Developed multi-million-dollar marketing plans tailored to client objectives.
- Fostered long-term client relationships through strategic leadership and communication.

Giordano Advertising Inc. - Charlotte, NC 1997 - 1999
Creative Manager

- Supervised creative teams to produce high-quality branding and marketing deliverables.
- Collaborated with clients to align creative direction with business objectives.
- Directed production of multimedia campaigns across traditional and digital channels.

Reid & Associates, Inc. - Charlotte, NC 1995- 1997
Senior Art Director

- Led the creative department, overseeing branding, catalog design, and photography.
- Delivered strategic marketing plans that increased client visibility and sales.
- Managed project budgets and timelines to ensure seamless execution