

Joey Kleckner

Creative Strategist

Creative Strategist and Digital Technologist with over 15 years of demonstrated consulting experience. I utilize my background in the arts along with a strong understanding of information technology and to offer creative solutions in user centric brand development, detailed project management and optimization of overall user experience. No project is too big or too small. If there is a place where you think my skills might be of use with, please do not hesitate to reach out.



Professional Focus



Creative Direction and Empathetic Brand Design



Technical Skills and Experience Enhancements



Organizational Management of Strategic and Systematic Structures

Education

Massachusetts College of Art - Boston, Ma
(2014) **Metal and Jewelry Arts**

Harvard University - Cambridge, MA
(2005) **International Business Marketing**

Salem State University - Salem, MA
(2002 - 2004) **Art Education**

Montserrat College of Art - Beverly, MA
(2000 - 2002) **Bachelors of Fine Art**

Adelphi University - Long Island, NY
(1998 - 2000) **Art, Mixed Media Sculpture Photography**

Platform Proficiencies

- **Project Management and CRM:** Basecamp, Monday, , FileMaker, SalesForce, Agorapulse, Hubspot
- **Business Services:** DropBox, OnSip, WebEx, Concur, Kerio, Vertical Response, Mail Chimp
- **Creative Software:** AdobeOffice Suite: OfficeSuite, Apple iApps, Wordpress, Wix, Etsy, Square
- **Technology Hardware:** Mac, iPhone, iPad, Server Networking, Apple Remote Desktop Support

Professional Work Experience

Role: PROJECT MANAGEMENT

- Define project scope and objectives. Manage, track and implement all aspects of a projects plans, maintaining awareness of requirements and specifications for solutions enhancements, through to completion.

Role: STRATEGY

- Strategy consulting development/ implementation oversight of all technology and brand initiatives. Organizational structure creation, deployment and maintenance of company wide digital asset library.

Role: BRANDING

- Creative Directing and design oversight for the implementation of marketing assets and branding standards Ensuring Logic, Style and Flow of all Marketing and Engagement Materials: style guides, content scheduling, planning.

Role: MARKETING

- Over sight and analysis of marketing materials: publication Lists, Email Outreach, Website, Domains, Hosting, Blog, Social Media, Personal and Company Pages, Wikipedia Builds.

Role: SOCIAL MEDIA

- Acquisition, Set Up and Maintenance of: Social media accounts, and interactions. Content creation quarterly for all accounts and annual strategic outreach documents used for engaging investors.

Role: TECHNOLOGY

- Client Computer Technical Support, On-site and Remote System Administration, Assessment, Auditing, Planning and Lifecycle Management, Storage Management & Back Up.

Role: BUSINESS

- Supporting business professionals and entrepreneurs to reach their ultimate success with the use of Apple products.
- Offering innovative business solutions to companies with an enthusiasm for everything Apple.