

PROFESSIONAL PROFILE



JOSEPH WHITE

I am a Brand Management and Marketing Communications professional with more than 15 years experience. My real world know-how can impact all aspects of a robust marketing program and I am looking to bring this expertise to industry leading organizations that require performance at the highest level.

A Brief Summary:

- Demonstrated ability to work with marketing, sales and management teams in a collaborative atmosphere that builds and maintains strong relationships
- Excellent leadership and organizational skills in project management and resource coordination
- Innovative strategic planning for marketing plans, ROI tracking and budget reconciliation
- A proven high level of creativity and concept skills across the full spectrum of integrated marketing and advertising channels
- Outstanding creative writing and copy editing skills that effectively articulate complex messages to fellow team members and customers
- Computer literacy with advanced capabilities in management and design software
- Good listening skills and a reputation for never missing a deadline

Technical Profile:

My proactive managerial style draws from a detailed understanding of the Marketing and Communications process – from research and planning to management and production – for print and digital media. I am PC and Macintosh literate with proficiency in:

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Database management and Direct Mail integration programs
- Customer Relationship Management (CRM) strategy
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Flash, Dreamweaver, Acrobat)
- Online conferencing and presentations
- Social Networks (LinkedIn, WordPress, Twitter)

Additional Support Skills:

- Advertising agency and independent consulting experience
- Digital photography and video proficiency
- Skilled fine artist and illustrator in several mediums
- Teaching, presentation and public speaking background

858.692.9175

EMAIL: JW@QUORUMMARKETING.COM

PROFILE WEB SITE: WWW.JOSEPHWHITE.COM

LINKEDIN PROFILE: WWW.LINKEDIN.COM/IN/JOSEPHWHITERESUME

PROFESSIONAL PROFILE



JOSEPH WHITE

Career Profile:

Creative Director

Quorum - Technology Marketing Group
St. Louis, Missouri, San Diego, California and Palm Beach Florida 1995 - Present

Integrated Brand Management, Marketing and Advertising for Technology, Industrial and Defense companies.

Quorum - Technology Marketing Group works with major manufacturers to increase their global exposure for established products and helps start-ups attract funding and investor interest for new ideas. From international brands, to private companies, we scale our services in order to bring together results and value in a way 'traditional' agencies can't.

- General Dynamics
- PoleStar Labs
- Trimedyne Medical
- Xitron Instrumentation
- Hewlett Packard
- Medtronic, Inc.
- Cherokee Power
- Pacific Power Systems
- Teledyne Ryan
- Remote Ocean Systems
- EA Emergency Management
- GFI Energy Ventures

Education:

Master of Arts

California State University
Fine Art

Bachelor of Arts

San Diego State University
Visual Communications / Minor in Science

Affiliations:

- High Technology Marketing Alliance (HTMA)
- St. Louis Information Technology Network (STLITNET)
- St. Louis Technology Marketing Forum (Group Leader)
- St. Louis Pharmaceutical & Biotech Professionals
- CommNexus San Diego
- Biology Industry Organization (BIO)
- Direct Marketing Association (DMA)
- MIT Enterprise Forum
- San Diego Zoological Society
- Ruben Fleet Science Center

Interests:

- Photography
- Racquetball and Paddleball
- General Science

858.692.9175

EMAIL: JW@QUORUMMARKETING.COM

PROFILE WEB SITE: WWW.JOSEPHWHITE.COM

LINKEDIN PROFILE: WWW.LINKEDIN.COM/IN/JOSEPHWHITERESUME