

JOEY GELFAND

CREATIVE DIRECTOR & DESIGNER



heyJoey!

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SOFTWARE LITERACY

DESIGN SOFTWARE

Photoshop, After Effects,
InDesign, Illustrator, Premiere Pro,
Canva, Figma, Blender

WEB/CMS SOFTWARE

Wordpress, WIX,
SquareSpace, Webflow

EMAIL SOFTWARE

Constant Contact, Mailchimp,
Sendy, OpenMoves

CRM/PROJECT MANAGEMENT SOFTWARE

InfusionSoft, SharpSpring,
Pipedrive, Monday.com, Sales
Force, Zoho, Asana

ADVERTISING SOFTWARE

Facebook/IG/TikTok/LinkedIn Ad
Centers, Google Ads, YouTube
Pre-Roll

AWARDS

HERMES CREATIVE AWARD
2022 CREATIVE VIDEO AD

LONG ISLAND DIGITAL AWARDS
2019 PRODUCT CAMPAIGN

NINETALE

CREATIVE DIRECTOR • MAY 2023 - PRESENT

- Created sales processes to acquire new clients and foster the growth of startup ventures.
- Established a personalized workflow to ensure timely delivery of satisfactory outcomes for clients, tailored to their unique needs and expectations.
- Managed a team of freelancers to help scale on projects and clients.
- Established creative direction and execution for client campaigns deliverables for projects.

VIOLA MEDIA

BRAND DIRECTOR • JUNE 2019 - APRIL 2023

- Managed a team of outsourced staff for design, development, and copywriting to support client campaigns.
- Scripted, directed, casted, and edited videos for commercials and vlog content for clients.
- Consulted and executed strategic marketing plans for companies in the B2B & B2C space.
- Spoke on panels at trade shows, seminars, and business events about industry trends in video production, branding, and marketing.
- Created motion graphics and animations to support both business related content and creative video for film and musical artists.

LG STUDIOS

SENIOR DESIGNER • JAN 2015 - JUNE 2019

- Worked with the creative team to conceptualize and plan marketing campaigns for companies in various industries.
- Oversaw print and web projects executed for clients.
- Designed fully fleshed out digital campaigns through various channels including social media, Google Ads, landing pages, and email.
- Worked with film production crew to create commercials for clients.

HIA-LI

MARKETING ASSOCIATE • MAY 2013 - JAN 2015

- Designed all marketing collateral to promote organizations events.
- Developed monthly printed newspaper sent out to over 1,000 businesses.
- Created email blasts to promote attendance to committee meetings.
- Executed all forward facing branding for HIA-LI's Annual Trade Show. Long Island's Largest B2B Trade Show with over 4,000 attendees.