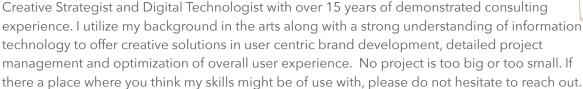
# Joey Kleckner

## **Creative Strategist**





### **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

## Website and Work Samples

Website https://www.jbkreative.com

Projects: https://www.operationjoyride.com

More at: <a href="https://www.linkedin.com/in/jbkreative/">https://www.linkedin.com/in/jbkreative/</a>

## Client and Work Experience

MedCap Funds, Cambridge, MA JAN 2015 - JULY 2018

#### **Role: BRANDING AND CREATIVE TECHNOLOGY**

- Strategy consulting development/ implementation oversight of all technology and brand initiatives for company and partner companies
- Creative Directing and design implementation of marketing assets and branding standards Ensuring Logic, Style and Flow of all Marketing and Engagement Materials: style guides, content scheduling, planning
- Organizational structure creation, deployment and maintenance of company wide digital asset library

MedCap Advisors, Cambridge, MA JAN 2012 - JULY 2018

#### **Role: MARKETING**

- Acquisition, Set Up and Maintenance of: Accounts
  Publication Lists, Email Outreach, Website, Domains,
  Hosting, Blog, Social Media, Personal and Company Pages,
  Wikipedia Builds
- Oversight and analysis of marketing materials, social media data and interactions by quarter for the development of new content
- Content creation for annual strategic outreach documents used for engaging investors

JH Turiel & Associaties Inc, Beverly, Ma SEPT 2006 - JULY 2012

#### **Role: DECONSTRUCTION ENGINEER**

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

Apple Computer Inc. AUG 2004 - SEPT 2006

### Role: BUSINESS CONSULTANT

- 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.



### Platform Proficiencies

- Project Management and CRM: Basecamp, Agile, Daylite, Billings , FileMaker, SalesForce
- 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

## Volunteer and Leadership



Official: Women's Flat Track Derby Association

JAN 2009 – JAN 2019 Role: Level 3 Certification



Official: Men's Roller Derby Association

JAN 2012 – JAN 2019 Role: Recognized Official



Official: Junior Roller Derby Association

JAN 2014 – JAN 2019 Role: Recognized Official

## Course Work and Projects

Course: Girls In Tech: Global Classroom Maker Course in TinkerCad

Project Name: #ButYouDontLookSick

**SEPT 2018** 

**Project Description:** 3D course on concept design thinking. Working through the process of creating an advocacy token for a cause that one believes in. This token allowed me to explore concepts in design related thinking and create a physical reminder for a cause I believe in. With the hopeful results to raise awareness in the community. The cause I chose was *Invisible Illness Awareness in the Workplace*.

Info: https://globalclassroom.girlsintech.org

**Project Name: Operation Joyride** 

JAN 2015 - Ongoing

Project Description: An ongoing project of sharing some goodness with the world.

Across the world there is a movement of street artists creating and leaving original pieces of work in public places for individuals to find and sometimes even keep. Like notes in a kids lunch box, unexpected acts of kindness never go unnoticed. This project documents temporary street art works while also finding new innovative ways of giving back with the intention of sparking joy in the world.

Info: https://OperationJoyride.com

Project Name: JBSparkle (Jewelry Designs)

JAN 2014 - Ongoing

**Project Description:** JBSparkle is a line of jewelry designed and crafted by compiling mixed metals/materials with vintage and found objects. Thoughtful consideration is taken into the design of each piece. Filling them with symbolic storytelling ideas and repurposing the everyday into wearable found objects.

Info: <a href="https://www.etsy.com/shop/jbkreative">https://www.etsy.com/shop/jbkreative</a>

