

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 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 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**

Website and Work Samples

Website <https://www.jbkreative.com>

Projects: <https://www.operationjoyride.com>

More at: <https://www.linkedin.com/in/jbkreative/>

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 & Associates 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: <https://www.etsy.com/shop/jbkreative>