

Jon-Paul Della Pia

Graphic & Digital Designer | Digital Marketing Strategist



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Location: Mentor, OH

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professional profile

Creative and results-driven Graphic/Digital Designer & Digital Strategist with 5+ years of experience in branding, social media management, media buying (Meta & Google), print and digital design, and e-commerce. Skilled at developing innovative, multi-channel marketing strategies that drive brand awareness and sales growth. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) and Microsoft Office. Passionate about staying on top of the latest digital marketing trends, I bring a forward-thinking approach to all projects, ensuring strategies are both current and impactful. With a diverse background working with both emerging startups and established multi-million-dollar companies, I am adept at collaborating with clients, vendors, and cross-functional teams to deliver on-brand creative direction and successful digital campaigns. I am seeking a dynamic role to further expand my industry expertise while contributing to company growth.

education

BA in Graphic Design/Art History (Minor: Art/Marketing)
Walsh University, Canton, OH
2014 - 2018

MA in the History of Art/Theory
University of Toronto, Toronto, ON
2018 - 2019

tech & soft skills

Indesign	Microsoft Office
Photoshop	Social Media
Illustrator	Meta and Google Ads
AfterEffects	Amazon Seller Central
Photography	Shopify & Web Design
Video Editing	Email Marketing

professional experience

Director of Marketing and E-commerce

Naturtint USA

2022 - 2024

- Boosted E-commerce revenue by 22% while reducing overall ad spend by 10% year-over-year.
- Managed 400+ listings across Amazon, Walmart.com, Shopify, & eBay.
- Achieved the #1 Best-Seller ranking in Hair Color and #1 new release for the Men's Line on Amazon.
- Designed and executed multi-channel advertising campaigns for Meta, Google, TikTok, Pinterest, & distributor/retailer promotions.
- Led creative direction, shot, & edited photoshoot content used in digital & print marketing materials.
- Collaborated with the creative team to develop new packaging, creating new opportunities within the market.
- Created compelling presentations and sales materials for national retailers such as Whole Foods, Sprouts & CVS, to secure line extensions and product placement

Art Director and Graphic Designer

ITEN Industries (Ramp Armor & Cerberus)

2021 - 2022

Ramp Armor

- Completed a re-brand for the company to increase brand recognition.
- Conceptualized, scheduled and designed digital content for social media to garner brand awareness and raise B2C sales.
- Plan, organize, and participate in event marketing to create brand awareness and inform consumers within the industry

Cerberus

- Worked with a web design team to create a more suitable e-commerce website for consumers to purchase product.
- Coordinated digital marketing strategies such as email campaigns to raise B2C sales and promote the new website.

Graphic and Digital Designer / Social Media Coordinator / Art Director

Elan Planning & Wealth Management

2017, 2021 - Present

- Created the corporate identity and brand for the company (2017)
- To establish brand recognition, expertise, and trust, I manage and designs social media content, creating a running campaign to educate the younger-millennial generations on financial literacy.
- Create and manage monthly newsletters using Constant Contact to keep clients engaged with the company and has provided advisors with an increase in client bookings and products sold.

Graphic and Digital Designer / Social Media Coordinator / Art Director

Odorex Athletix

2020 - 2022

- Conceptualized and designed engaging digital content and campaigns across social platforms, resulting in a 400% increase in brand following.
- Developed a consistent brand style/aesthetic that has been translated across the website, social platforms, and print materials.
- Worked with manufacturers and printers to create product packaging and promotional materials.

References can be furnished upon request