



Joey Marshall

Director / Designer

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• Cincinnati Metro Area

SUMMARY

Art Director with 20+ years of experience bringing brands to life across digital, print, and video. Skilled in leading creative teams, guiding brand refreshes, and executing integrated campaigns that exceed expectations. Adept at collaborating across disciplines, mentoring emerging designers, and optimizing workflows to deliver smart, strategic, and visually compelling work. Passionate about crafting ideas that connect with audiences and drive meaningful impact.

SKILLS

Design Programs:

- Adobe Creative Cloud
- Photoshop
- Illustrator
- InDesign
- Premier Pro
- After Effects
- Figma
- Acrobat

Microsoft Office:

- MS Word
- MS Powerpoint
- MS Excel
- MS SharePoint

Coding Languages:

- HTML5
- Javascript (ES6+)
- CSS 3
- PHP 8

CRM & Technologies:

- HubSpot
- Salesforce
- Miro
- Trello
- Asana
- Hive
- Canva
- Wordpress
- Listrak
- Constant Contact

Soft Skills:

- Vendor Management
- Team Management
- Attention to Detail
- Brainstorming
- Communication Skills
- Customer-Centric
- Manage Multiple Projects
- Presentation Skills
- Problem-Solving Skills

WORK EXPERIENCE

Signature Hardware

September 2011 - February 2025

- Erlanger, KY - Hybrid - Decorative Plumbing Retailer

Directed and executed all creative and graphic design initiatives for Signature Hardware, a decorative plumbing brand that grew from \$50M in sales in 2011 to over \$300M in 2025 through strategic direct-to-consumer marketing.

Highlighted Project: Provided instrumental creative direction for a company-wide logo and rebranding initiative.

Partnered with cross-functional teams to build a cohesive, modern brand identity that strengthened visual consistency and elevated consumer perception.

Art Director (2022 - 2025)

- Produced B2C campaign advertising materials, including four email newsletters a week, five or more weekly social media posts (Facebook Instagram, Reels, Pinterest, and LinkedIn), 150 YouTube videos, monthly display banner ads, website design and development, and home improvement trade print advertisements.
- Curated digital assets, proofreading, and final content delivery, ensuring media met project objectives, brand guidelines, and channel best practices.
- Led cross-functional content strategy collaboration with Creative Directors, Art Directors, and Project Managers to increase brand awareness, storytelling, and brand exposure.
- Directed large-scale initiatives, including integrated marketing campaigns, weekly photography shoots, and videography productions.
- Oversaw and provided UX/UI direction of SignatureHardware.com overhaul from Magento to Salesforce utilizing product planning, user research, user needs, user experience data, wireframing, usability testing, and final delivery.
- Managed a team of 5 marketers to provide guidance, develop skills, and execute functional design that generated a 17% growth in online sales.

Design Manager (2018 - 2022)

- Provided creative direction for yearly brand awareness videos.
- Guided teams to utilize brand guidelines and apply best practices across digital, print, and social channels.
- Collaborated with cross functional teams to provide thought leadership and improve processes.
- Managed and executed email program including A/B testing, segmenting, welcome series, transactional, abandonment, and general campaigns.

Senior Designer (2015 - 2018)

- Developed digital learning center to drive organic traffic to the website.
- Collaborated with professional photographers to produce high quality images for the website and social advertising.
- Designed and prepared original art for yearly catalogs, monthly mailers, monthly magazine, and newspaper ads.
- Launched and managed a successful co-op program that ran for 5 years, providing mentoring and direction to 20+ employees while ensuring performance-exceeded expectations.

Marketing Associate (2011 - 2015)

- Key contributor to Signature Hardware's logo redesign and brand development during a rebranding initiative.
- Merchandised and categorized 50 - 200 new products a month on company website using HTML, Javascript, and Excel on Magento Platform.
- Designed weekly email campaigns to generate increased traffic to the website.
- Presented new projects at weekly meetings with managers to determine priority.

Posterservice, Inc. & Frame USA

October 2004 - September 2011

- Cincinnati, OH - Onsite - Poster Wholesaler & Picture Frame Manufacturer

Directed marketing and design initiatives for Posterservice, Inc., a college poster wholesaler, and Frame USA, a national picture frame manufacturer. Oversaw all creative needs and managed wholesale and retail websites to drive brand visibility and sales.

Highlighted Project: Redesigned the Posterservice and Frame USA websites with a focus on modern design, faster load times, and improved site functionality. Coordinated with development teams to migrate inventory data into a SQL database, simplifying updates and ensuring accurate, real-time product management.

Art Director (2005 - 2011)

- Collaborated with artists, photographers, and vendors to produce high-quality print materials that met creative standards and project timelines.
- Developed front-end HTML and maintained 7+ B2B and B2C E-Commerce websites with targeted SEO landing pages to improve analytics and directly contributing to revenue growth.
- Created targeted email campaigns using Constant Contact and social media campaigns to drive website traffic and increase digital sales year over year.
- Led marketing budget, design supplies, and coordinated with printing vendors to ensure timely project delivery.

Graphic Designer (2004 - 2005)

- Produced advertising materials, including 50+ posters, 14+ catalogs, trade show materials, and direct mail that adhered to company standards and timelines.
- Presented design mockups and generated weekly reports at meetings to ensure alignment with priorities and goals.

CERTIFICATIONS

- Generative AI Content Creation
- Brand Management: Strategies for a Strong Brand
- Google UX Design Professional Certificate
- Generative AI for Digital Marketing

EDUCATION

Eastern Kentucky University - Richmond, KY

- Bachelor of Fine Arts - Graphic Design with emphasis in Printmaking

AWARDS

- 2023 Silver Telly Award for broadcast campaign, "What's Your Signature Style"
- Posterservice: 2007 Employee of the Year | Multiple Attendance & Employee of the Month Awards
- Eastern Kentucky University: Golden Key Honor Society | 2001 Dean's List

INTERESTS

- **Home Improvement:** You name it, I have done it (Building Furniture, Remodeling, Construction, and Hardscaping)
- **Car Mechanic:** My 1975 Corvette ALWAYS needs maintenance
- **Cooking:** Trying new meals my family won't eat
- **Brewing:** Stout Beers, Porter Beers, and Brown Ales
- **Couponing:** Any way I can save money
- **Gaming:** Really only The Legend of Zelda (Breath of the Wild, A Link to the Past, and Tears of the Kingdom)