





JP MALONEY

D I G I T A L S T R A T E G I S T

PROFILE

Experienced creative strategist, consultant, leader and communicator. A breadth of experience in concepting and producing creative deliverables that deliver on quantitative and qualitative business results. Working in lockstep with account, strategic, and studio teams has led to the ability to collaborate and communicate effectively with internal and external teams. Passionate about creating identity, building engagement, and driving brands forward.

CONTACTS

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-  johnpatrickmaloney.com

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Wordpress
- CSS
- Photography
- Keynote
- Hootsuite
- Sprout Social

EDUCATION

University of Kansas

Bachelor's Degree

School of Journalism
and Mass Communication

*Strategic Communications Major
Business Minor*

WORK EXPERIENCE

Creative Strategist | MSC

April 2017 - present

- Leading and facilitating a collaborative strategic and creative team by inspiring, listening to, editing, and molding the direction of the work
- Managed and produced all video assets for a global employee incentive program for hotel conglomerate, InterContinental Hotels Group
- Conceived and produced all digital creative for Veritex Bank, CPRT and Holiday Inn Hasbrouck Heights
- Developing overall content strategy, authoring inspiring content across print and digital channels
- Led conception and production of an interactive exhibit at SXSW 2019 for Irving Convention and Visitor's Bureau

Co-Founder & Executive Director | Music Is Our Weapon

March 2013 - December 2017

Non-profit providing those suffering from Alzheimer's and dementia with sentimental music to reconnect them with their past and increase quality of life.

- Provided over 5,000 nursing home residents in over 50 memory care communities with access to our personalized music kit
- Lead 2017 fundraising efforts to surpass the current amount of 100,000
- Hosted an official SXSW 2017 Panel Discussion attended by over 300 people
- Programming featured on Huffington Post, WFAA, Dallas Morning News, Dallas Observer and Alzheimers.net
- Created operational policies and processes for all programming
- Served as the primary spokesperson to the organization's constituents, the media and the general public
- Directed marketing strategy and development for organization
- Gained over 10,000 combined followers on Facebook, Twitter, Instagram
- Supervise and collaborate with organization's staff
- Oversee organization's Board and committee meetings
- Oversaw all aspects of event planning and management, including internal and external events

Web Developer & Graphic Designer | malogna designs

February 2014 - Present

- Design, develop and currently managing +30 websites
- Design a variety of collateral and in-store assets for multiple clients
- Copywriting for both websites and print materials

Account Executive | MSC

September 2011 - March 2013