

JP MALONEY

BRAND STRATEGIST

PROFILE

Insatiably curious, dynamic, passionate brand strategist with a breadth of experience in building on human insights, developing sharp creative campaigns through the strategic guidance and development of ideas. Drive and own the process to generate and sell-in creative campaigns, actionable and unique strategies and ideas, while demonstrating in-depth knowledge of the client's business and its target audiences. From big-picture thinking to tiny details, I aim to connect meaningful storytelling with compelling visuals to create unforgettable experiences.

CONTACTS



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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

WORK EXPERIENCE

Creative Strategist | MSC

April 2017 - present

- Develop a holistic brand strategy based on solid insights gleaned from social and conversational trends, company goals, and brand values to inspire creative teams to develop the best marketing path across all platforms
- Ensure all creative work and strategies are underlined with consistent brand narrative, visuals, language, and tone throughout all communication
- Drive all content marketing, social media and brand messaging strategies to help clients build rich brand narratives, develop meaningful customer experiences, and achieve business objectives
- Collaborated with cross-functional project teams to create and implement a results-driven global employee incentive program for hotel conglomerate, InterContinental Hotels Group
- Formulated strategic vision and lead the creative planning process for the Irving Convention and Visitor's Bureau interactive exhibit at SXSW 2019
- Drive and own the process to generate and sell-in creative campaigns, actionable and unique strategies and ideas, while demonstrating in-depth knowledge of Hilton, Veritex Bank, and CPRT's business and its target audiences

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
- 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

Web Developer & Graphic Designer | malogna designs

February 2014 - present

- Maintain design workflow, processes and project management establishing priorities and meeting deadlines
- Developed numerous marketing programs (logos, brochures, newsletters, infographics, correspondence materials, presentations, and advertisements) and guaranteed that they exceeded client expectations
- Design and Develop responsive pages and templates for use in a Wordpress development
- Handling all composition, color, illustration, typography, and branding for projects
- Creating homepage and sub-page assets for both desktop & mobile experiences
- Designing images, icons, and banners with animation for web projects
- Manage design Projects and work closely with clients to manage expectations and status of project

Account Executive | MSC

September 2011 - March 2013