

## Joe Ribaldo

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### Employment History

#### **Ft. Lauderdale, FL**

2.05 – 8.05

8.05 – 11.06

11.06 – 09.09

#### **The Holland-SheltAir Aviation Group [sheltairaviation.com]**

*Freelance Designer*

*Marketing Coordinator*

*Marketing Director*

- Directed the branding, creative, and marketing strategies of the Holland-SheltAir Aviation Group, consisting of:
  - 13 SheltAir Aviation Services locations, and one Sunjet Fueling Services location (*fixed base operations- offering ground servicing to private aircraft*)
  - 19 SheltAir Aviation Facilities aviation real estate locations
  - Holland Builders, Inc. (*aviation construction company*)
- Worked closely with over 20 internal stakeholders across three states in the production of web sites, point-of-purchase displays, promotional materials, informational pieces, operational/training manuals, standards guides, and vehicle graphics
- Designed the user interface and developed code for both the company's web site and blog
- Coordinated all aspects of industry trade shows; promoted the company while gathering new business leads, and organizing client appreciation events
- Acted as point person for the production of all proposal packages relating to new construction, company expansion, service contracts, and requests for proposals
- Demonstrated strong copy-writing and design skills in respect to monthly newsletters, press releases, web sites, blog entries, social media sites, and collateral materials
- Managed a department staff of two full-time employees, and all print/promotional material vendors
- Reported directly to company ownership and routinely participated in the strategic planning- as it relates to marketing- of the aforementioned companies

#### **Boston, MA**

5.04 – 07.05

#### **Ribaldo Design [joerib.com]**

*Owner; Freelance Designer*

- Self-started and managed; posted profits of nearly \$40,000 during the first year of operations
- Focused primarily on web design, built a nationwide client base, with businesses in different industries
- Able to offer support to companies seeking long-term, or on-site design work

#### **Boston, MA**

7.03 – 12.03

#### **Shawmut Design & Construction [shawmut.com]**

*Business Development Assistant*

- Performed research toward future business opportunities in the high-end restaurant and retail markets
- Assisted the marketing department on brochure design and proposal production
- Built a system for tracking new business leads

#### **Boston, MA**

7.01 – 7.03

#### **Grand Circle Corporation [gct.com]**

*Database Maintenance Assistant*

- Performed daily maintenance on the company's mailing list database of over 6,000,000 names
- Assisted the marketing manager in lead generation campaigns
- Trained and wrote the accompanying training materials for new hires

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## Education

**Boston, MA**  
9.99 – 5.04

### **Northeastern University [northeastern.edu]**

*Bachelor of Science Degree in Business Administration*

- Concentration in Marketing and Business Management
- Minor in Graphic Design; 4.0 GPA in the College of Visual Arts
- Northeastern University is currently ranked 27<sup>th</sup> among the Top-100 Tier-1 Colleges in the United States by *Business Week*

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## Professional Skills

- Ability to carry projects through concept, budgeting, design/development, and resource allocation phases
- Tremendous attention to detail, and extraordinary time-management skills
- Ability to carry out marketing plans across multiple types of media
- Strong presentation skills and proven ability to effectively work with internal stakeholders at all levels
- Ability to function very well autonomously as well as in a cooperative, diverse group
- Strong research capabilities; ability to simultaneously follow up on multiple projects
- Thorough understanding of print process, color theory, typography, and design

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## Computer Skills

- Highly experienced in Microsoft Windows 95+, Mac OS 9+, Microsoft Office Suite, and Adobe Creative Suite (Acrobat Professional, Bridge, Illustrator, InDesign, Photoshop, and Dreamweaver)
- Fluent in CSS, and (X)HTML; WordPress CMS; minimal experience with PHP

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## References

### **Edward J. Zwirn**

*Former Chief Operating Officer/ Owner  
Holland-SheltAir Aviation Group*

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*Current VP of Sales and Airport Relations  
Aircraft Service International Group*  
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### **John Parrino**

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### **Jonathan Buff**

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### **Iris Laria Smith**

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SheltAir Aviation Center*  
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### **Ivette Pla**

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SheltAir Aviation Services*  
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