

JOE REY

CREATIVE DIRECTOR
SPOT DIRECTOR
PRODUCTION DESIGNER

PROFILE

I am successfully in the media & marketing industry for over 35 years. I understand digital mediums, how guerilla marketing & filmmaking works and the value in traditional marketing. I can collaborate with all experience level teams, measure others personal abilities, potential delivery performance and make changes as needed to optimize results. Just call me your 1st POPOLOGIST®!

CONTACT

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453 S. Park Drive
Suite B7 Collingswood
New Jersey
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EDUCATION

COMMERCIAL ADVERTISING

Art Institute of Philadelphia
B.A.

Camden County Vo-Tech
High School Honours & Scholarship

EXPERTISE

- Digital Marketing
- Filmmaking (Video - Photog)
- Editing & Motion Design
- CS6 Adobe Software
- Campaign Management
- Copy Writing
- Team Management
- Bid & Budgeting

PROFESSIONAL EXPERIENCE

POPOLOGY® NETWORKS

Digital Media Specialist / Brand Founder
2001-2023

- Building brand campaigns for hundreds of clients over the decades while teaching them media literacy skills
- Assist with all digital media needs. Compute each client's unique calling, & provided solutions specific to their interests / restrictions.
- Presenting client promotions, extended services; overhaul their social media presence with new looks / images / video assets.
- Built & Launched a new disruptive technology to assist Internet Marketers .

AKAKU / MAUI TELEVISION

On-Air Promos Director
2016-2018

- Concept and Produce 4 separate Channels Identity Packages.
- Concept to completion all On-Air Promos for the 4 Channels Explained promotions, extended services; used databases to search for community interests.
- Production Designed "Election Set" & Youth Programming" broadcasts.
- Concept to delivery two regular TV SHOWS within budget & resource constraints

GIRALDI MEDIA

Commercial Director
1999-2002

Wrote and Directed numerous campaigns for leading National and Global Advertising Agencies.

ORIGINAL FILMS

Commercial Director
1998-1999

Directed Regional & National Commercials, Philip Morris, PT CRUISER, Dr. Pepper, and more

**DGA Membership / Select Works Included in MOMA Best Spot Archives*

**Numerous Credits in Award Winning Production Design from 1989 to 1999*