

Brand Strategist / Creative Lead

Joe R. Vasquez

btmone@gmail.com · 720.837.7206 · /in/joevasquez · joevasquezportfolio.com

\$7M CAPITAL CAMPAIGN LED	76% CLIENT RETENTION	50% ATTENDANCE GROWTH	25-40+ CLIENTS / YEAR
---	--	---	---

Brand strategist and hands-on creative leader who turns complex ideas into clear positioning, messaging frameworks, campaign narratives, and visual systems. Experienced building brands from early ambiguity into usable creative platforms across digital, web, social, email, presentations, campaigns, and internal communications — translating technical, human, and organizational complexity into direction that feels coherent, useful, and built to scale.

IMMEDIATE CAPABILITIES

Brand Strategy, Positioning & Messaging Frameworks	Complex-to-Clear Narrative Development
AI, Human Judgment & Creativity-Focused Thinking	Voice, Identity, Campaign & Communication Systems
Founder / Stakeholder Collaboration	Technical & Non-Technical Audience Translation
Presentation Storytelling & Executive Communication	Hands-On Execution Across Brand & Visual Systems

EXPERIENCE

Constant Contact

2021 – Present · Loveland, CO

Professional Services Design Consultant — Senior Brand Designer & Creative Lead

BRAND STRATEGY & MESSAGING

- Develop brand strategy, positioning, messaging structure, visual direction, and campaign creative for 25-40+ annual clients across e-commerce, wellness, financial services, real estate, and professional services.
- Translate loose business goals, unclear offers, and scattered stakeholder input into clearer brand platforms, messaging priorities, campaign concepts, and visual systems.
- Build brand frameworks that connect audience needs, business goals, tone, visual language, and channel-specific execution.

NARRATIVE, CAMPAIGNS & CROSS-CHANNEL COMMUNICATION

- Lead creative across social, email, landing pages, presentations, event collateral, web assets, promotional graphics, and print.
- Shape campaign narratives and creative systems that help owners and marketing teams communicate with more focus, clarity, and consistency.
- Present strategic and creative rationale, guide feedback, and support a 76% client retention rate through dependable creative leadership.

AI-ASSISTED STRATEGY & CREATIVE WORKFLOWS

- Use AI-assisted workflows for prompt development, content framing, concept exploration, messaging refinement, and research synthesis — while maintaining human judgment over tone, accuracy, context, and brand fit.
- Apply Claude, Codex, Gemini, and prompt-based workflows to explore messaging directions, structure ideas, and accelerate creative development.
- Completed Vanderbilt University's Prompt Engineering Certification (Feb 2024); apply AI as a tool for sharper thinking and more effective creative systems.

EXPERIENCE — CONTINUED

Independent

2015 – Present · Denver, CO

Creative Director — Brand Strategy, Campaigns & Visual Systems · Selected Work

Rez.Church — Building Together Capital Campaign

Directed positioning, strategy, messaging, and visual identity for a \$7M capital campaign; built the creative framework across 15+ touchpoints — environmental graphics, apparel, social, motion, web, and mobile app. Supported \$7M+ in pledges.

Daymaker Gifts — Brand Strategy & Growth Narrative

Brand strategy, positioning, identity, and guidelines for a premium gifting business — clarified around curation, quality, and community; campaign direction across social, email, web, packaging, and events.

Beyond Travel Explorations — Premium Brand Positioning

Brand strategy and visual identity for an eco-luxury travel curation company; translated a premium offering into a warmer, experience-driven position. Business was included in a full agency acquisition within 18 months.

Circle of Health — Wellness Brand System

Complete brand system for a healthcare/wellness organization — identity, digital direction, social strategy, and mobile app; an approachable system built for a category where clarity, trust, and human tone matter.

Subaru of Loveland — Brand System, Iconography & App

Visual system for a regional automotive brand — branded applications, environmental graphics, app design, and a 20+ custom icon system supporting clearer navigation and sales-support touchpoints.

N. Colorado Cowboy Church

2013 – 2020 · Lucerne, CO

Creative Director / Senior Graphic Designer (Consulting)

- Led a full brand refresh — logo redesign, office materials, web presence, and 12+ program identities — with messaging and visual standards for a high volume of organizational communications.
- Supported 50% event attendance growth across multiple venues through clearer messaging, promotional strategy, and art direction.

STRATEGIC CAPABILITIES

Brand Strategy

Positioning, messaging frameworks, brand architecture, audience clarity, creative platforms

Narrative Development

Complex-to-clear storytelling, campaign language, strategic framing, message hierarchy

AI & Human Creativity

Prompt development, AI-assisted exploration, language refinement, workflow acceleration

Creative Direction

Campaign concepts, visual language, cross-channel systems, brand standards, oversight

Presentation Storytelling

Strategic decks, pitch narratives, executive-ready communication, stakeholder alignment

EDUCATION & TRAINING

Prompt Engineering Certification

Vanderbilt University · Feb 2024

The Futur Academy

Brand Strategy Facilitation · Messaging · Logo Design

MA, Biblical Studies

Rocky Mountain Seminary, Denver, CO

BS, Business Management

DeVry University, Dallas, TX

TECHNICAL PROFICIENCY

Strategy & Creative

Brand frameworks · Messaging systems · Creative briefs · Campaign platforms

Adobe Creative Suite

Photoshop · Illustrator · InDesign

Digital & Presentation

PowerPoint · Keynote · Landing page & web design

Motion & Video

After Effects · Light-to-moderate video editing

AI & Emerging Tools

Claude · Codex · Gemini · Prompt engineering · AI-assisted workflows

AWARDS & RECOGNITION

Christianity Today

Top 16 Mega-Church Brand Design Competition

IBM

Rocky Mountain Women's Network Logo Competition — Winner

Concero

"Bring on the Future" Award for Outstanding Leadership