

# JOSEPH TSCHUPP

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## CAREER SUMMARY

Team-based creative professional with over 10 years of corporate experience in Marketing Project Management and Design with global leaders in the High-Tech and Travel industries. Successful track record designing and implementing new marketing processes and management skills to expand market share and grow revenue. Possesses excellent people communication, design negotiation and organizational skills. Reputation for ability to balance creative concepts with processes needed to make them a reality. Strengths include:

- Strong Team Process and Project Management
- Demonstrated Marketing Leadership Skills
- Team Contributor
- Marketing Techniques
- Conceptualize and Implement Ideas
- Creative Problem Solver
- Conflict Resolution Abilities
- Website Development and Usability

## PROFESSIONAL EXPERIENCE

**CITRIX SYSTEMS, INC.** Fort Lauderdale, FL **1999-2008**

Global leader and most trusted name in application delivery infrastructure. Citrix customers include 100% of the *Fortune* 100 companies and 99% of *Fortune* Global 500, as well as hundreds of thousands of small businesses and prosumers. 6,200 partners in 100 countries with annual revenue of \$1.4 billion.

**Marketing Project Manager, System Administrator/Trainer**, (2002-2008)

Facilitated four-member creative services team supporting 15 product marketing teams across five divisions. Our team's services ranged from technical and product collateral to multimedia and video support. Team delivered over 500 projects annually and managed 900+ users of brand asset tool.

- Co-developed first brand asset management tool (Citrix OneBrand) for global marketing teams whereby timely localization of corporate materials is accomplished and is in use today.
- Identified project management standardization opportunities to support corporate best practices. Integrated project management dashboard into asset management tool delivering one-stop shop site for world-wide marketing teams to gather and disseminate knowledge of market dynamics including competitive analysis to best position existing solutions and develop new service offerings within local regions.
- Administered and trained new users on OneBrand and worked with non-marketing teams to adopt standards based best practices.
- Managed vendor relation responsibilities including our primary print vendor and third-party marketing resource management company resulting in timely business decisions including delivery of turn-key on-demand printing services, enhanced usability and tool sets for the brand asset management tool and cohesive delivery of branded elements across world-wide distribution channels.

**Online Marketing**, (2001-2002)

Developed product marketing web banners and managed placement with third-party vendors for relevant page placement based on target audience of product.

- Created animated and static web banners used to convey product marketing campaigns and brand awareness. Implemented campaign elements across variety of banner sizes and sites. Demonstrated expertise and ability to communicate product's value proposition.
- Oversaw the restructuring of company's intranet site as we moved from proprietary platform to standards-based .NET platform. This was an interim step to the current Microsoft Sharepoint platform.

**Graphic Designer, Media Specialist**, (1999-2001)

- Provided increased production of marketing collateral, technical publications and customer-centric case studies.
- Implemented first distribution system of marketing materials outside of corporate. Included CD mastering, shipping logistics and follow-up with global marketing peers.

**INTELETRAVEL**, Fort Lauderdale, FL **1998-1999**  
 Inteltravel2000.com empowers individuals, organizations and businesses by providing unique up-to-date travel market information. Our dedicated team of professionals gather the most relevant sales content for our users.

**Graphic / Production Artist**

- Developed and printed monthly newsletter that was distributed to over 90,000 home-based members resulting in 15% increase in travel bookings and 5% increase in user membership over previous year.
- Coordinated designs with internal web team which ensured brand consistency from printed materials to online presence that resulted in cohesive user experience.

**SUCCESS BY DESIGN MARKETING PARTNERS, INC. / FREELANCE**, Tamarac, FL **1995-Present**  
 Applies knowledge and experience from corporate career to deliver outstanding results for clients. ([www.successXdesign.com](http://www.successXdesign.com)). Key projects include:

**St. Stephen E.L. Church.** (1995-2008)

Services rendered includes brand management, website design and management, stationery design and print management, PowerPoint template and user training for multiple weekend worship services. Also includes any requested brochures, posters or direct mail for upcoming events and evangelism efforts.

- Designed and wrote initial content of website used to drive community awareness and outreach efforts.
- Created new welcome brochures used by committees to reach out to prospects seeking new church home.
- Propagated brand elements and tag-line across all aspects of print / web media that results in consistent user experience.

**Glades Technology, Inc.** (2008)

Develop marketing identity solution utilizing existing logo. Solution spans business cards to web presence. Design challenge was to balance high-tech with environmentally conscience across their identity solution.

- Expanded client's use of color palette and typography across their branded elements.
- Developed website for use by existing clients (portal) and an external sales site.

**IT Insight, LLC.** (2008)

Hired to create branded elements for start-up IT recruiter.

- Created company identifier that immediately identifies with target audience.
- Created production-ready art work that and translated for use in Microsoft Office applications.

### EDUCATION / TRAINING / CERTIFICATIONS

**Graphic Design/Desktop Publishing Diploma**, Art Institute, Fort Lauderdale, USA  
**Associate, Applied Science (AAS)**, Kingsborough Community College, Brooklyn, NY, USA  
**New York State Regents Diploma**, High School of Art and Design, New York, NY, USA

Fundamentals of Effective Project Management, Rockhurst University Continuing Education Center  
 Macromedia's Fast Track to Flash MX and Design Techniques with Flash MX  
 ExecuTrain's PowerPoint Intermediate Certificate  
 DGEF's Advanced Design Certificate  
 CompuMaster's Mastering Adobe Photoshop  
 Corporate compliance training including Sarbanes-Oxley, Sexual Harassment and Best Practices

### COMPUTER SKILLS

Proficient with Adobe Creative Suite 3 including InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat, Flash and Fireworks; QuarkXPress and Microsoft Office 2003 including MS Word, MS Excel, MS PowerPoint on Apple OS X and Microsoft corporate networks.