

WORK EXAMPLES

**Hello, I'm
Joe Malouff.**

Digital Marketing Expertise

1.



Project: Jackson Hole Tourism Campaign **Role:** Lead Strategist / Designer

The sleepy little town of Jackson Hole was experiencing record snow fall. In fact, so much was falling that their overall snow totals were beating every other ski resort in the country. Since avid skiers are known to chase fresh powder, Jackson Hole needed a creative way to market real-time updates in a new and authentic way.

To build a successful campaign, we knew the content had to be authentic. What better way than utilizing a platform that was already generating thousands of new user generated pieces of content every day.

Printed posters and coasters were placed all over town to encourage visitors to take photos of new snow. Each visitor was encouraged to share the content on instagram using **#jacksonhole**. Photos tagged with the hashtag were then curated and sent in real time to different digital campaign strategies.

Tactics

Instagram

Website Landing Page

Dynamic Display Ads

Paid Search (PPC)

Media Buy (Digital Billboards)

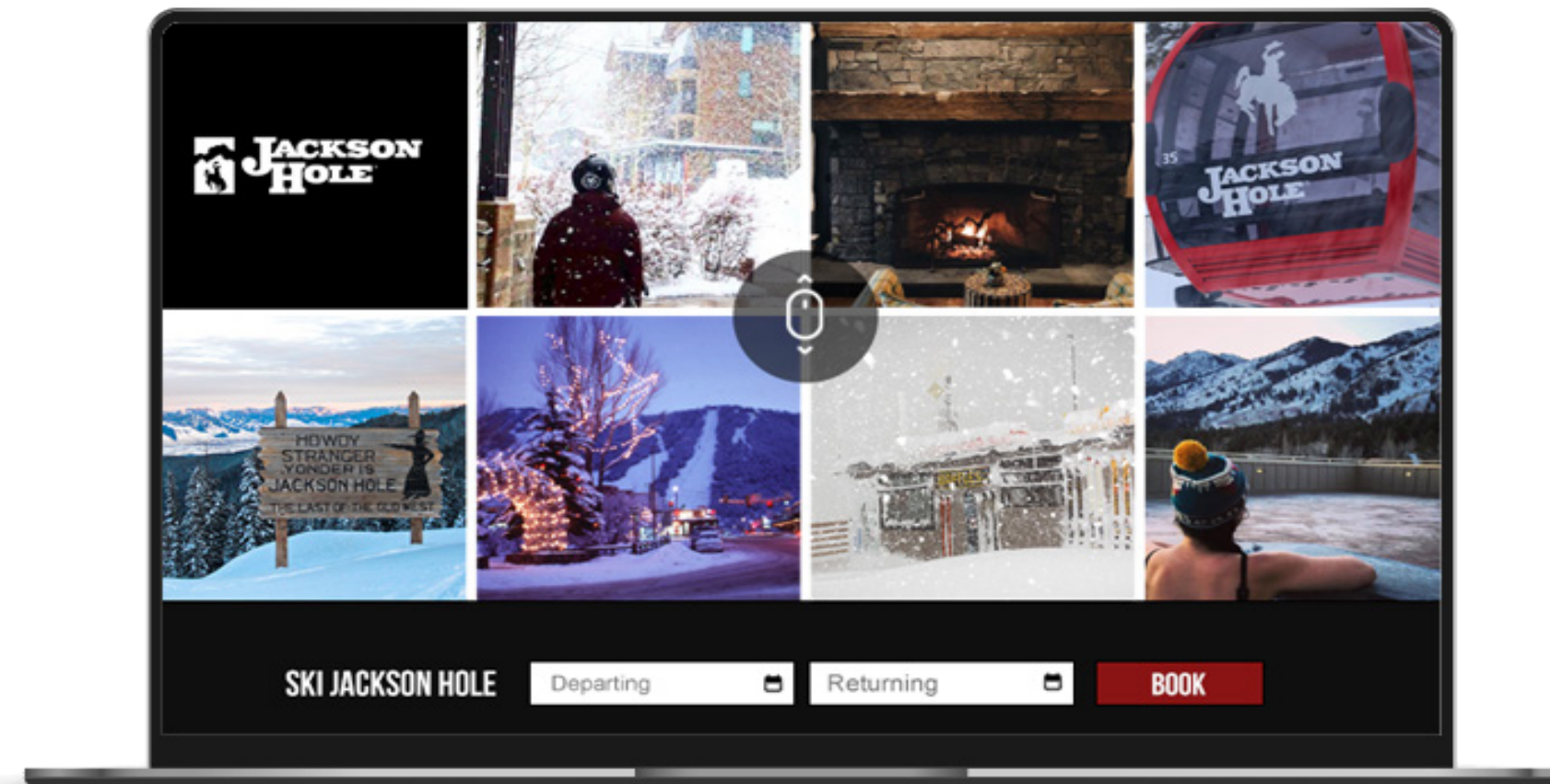
Digital Signage

Traditional Print





Photos were sent to digital billboards in real-time to show potential visitors what the current conditions were like at that moment.



Dynamic display ads were designed to pull curated content in real-time. Each ad drove visitors to a landing page that showed a full feed of all approved user generated photos with a fixed CTA to book travel.

2.



Project: Website / SEO / Marketing Strategy

Role: Website Developer / Lead Digital Strategist

Deliverables:

Wordpress Theme Development

SEO/PPC Strategy

Landing Page Strategy

CRM Implementation

Customer Journey Development

Conversion Optimization & Tracking

Tools:

HTML/CSS

Wordpress

SEM Rush

Photoshop/Illustrator

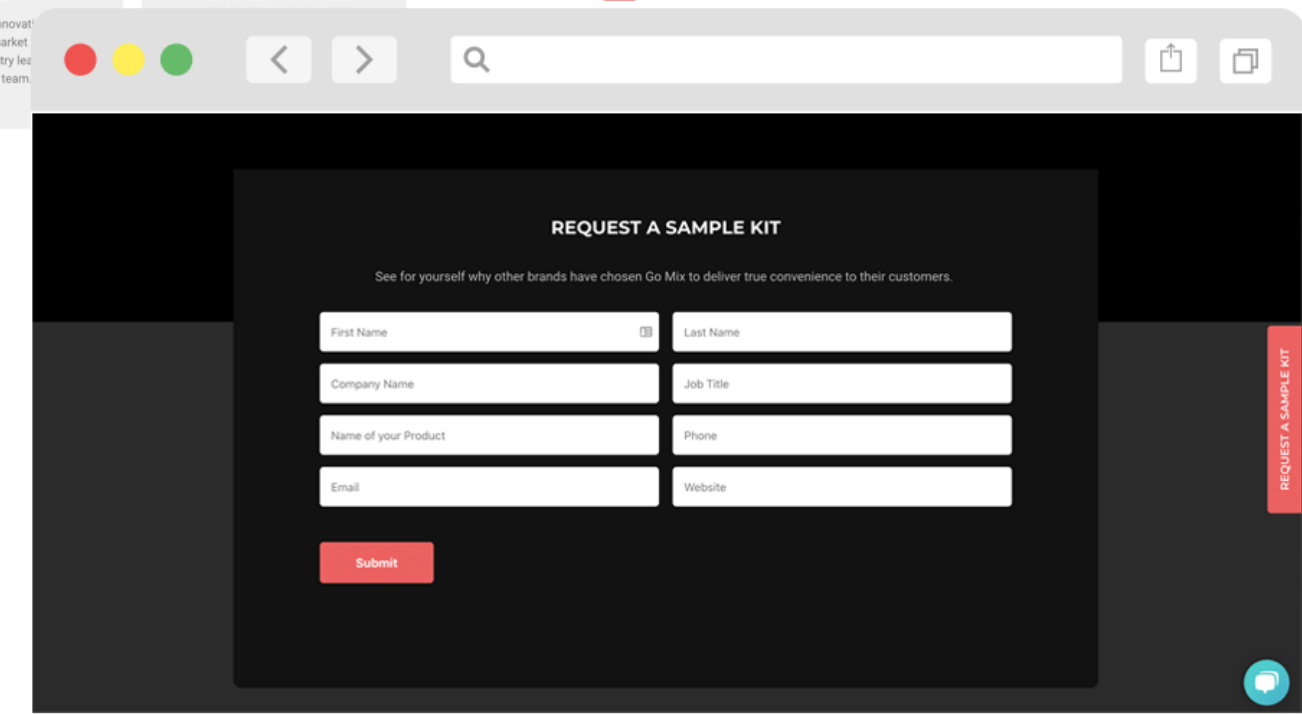
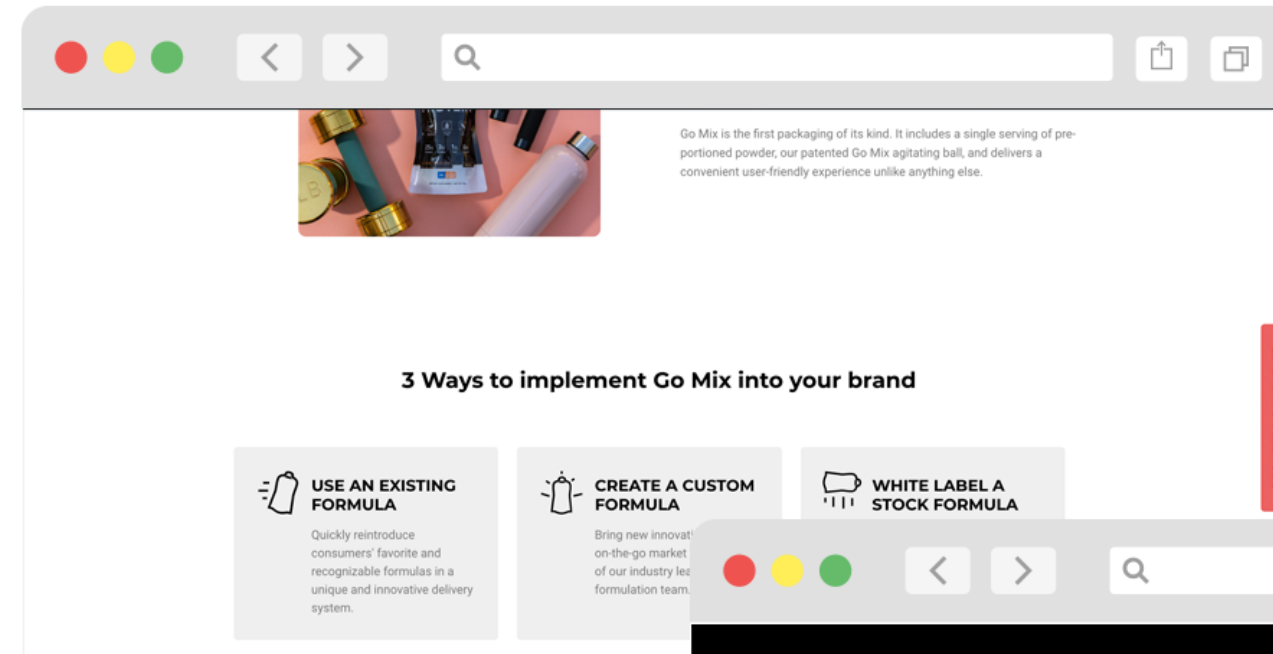
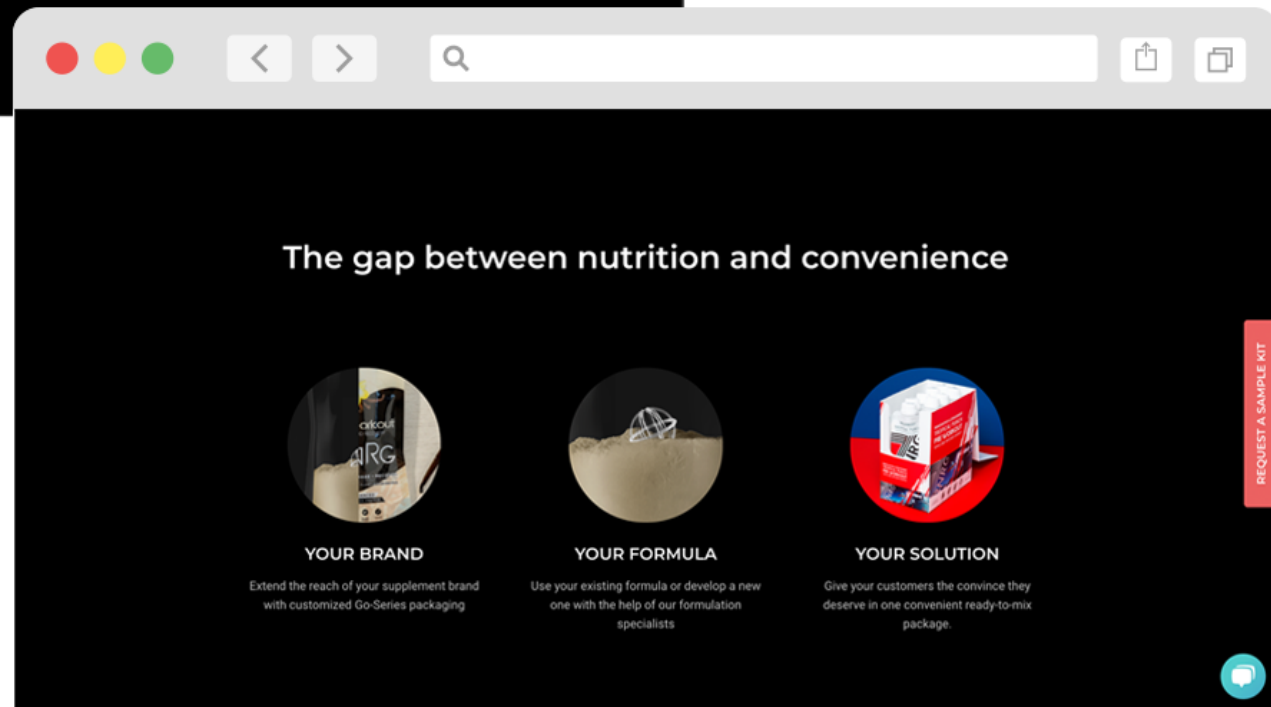
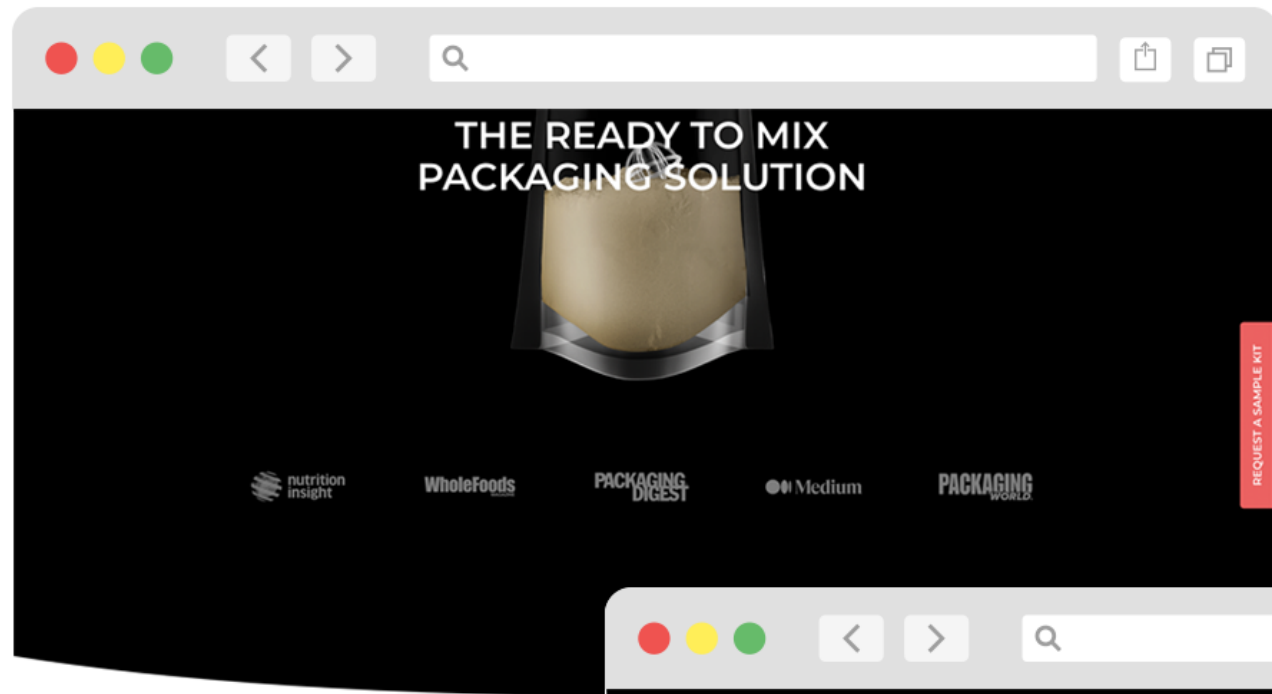
UX/UI

Google Analytics

Google Search Console

Mailchimp

Hubspot



3.



Project: 100 Page Bidbook

Role: Designer

Waterloo Canada is home to a thriving tech community. Companies like Google, Twitter and Blackberry all call Waterloo home. The Economic development team needed a book to help tell the story on why other tech companies should choose Waterloo for their next corporate home.

Deliverables:

Downloadable PDF on website

100 Page printed book

Tools:

Adobe Photoshop

Adobe Illustrator

Adobe Indesign



4.



Project: Denver Design Week Interactive Kiosk

Role: Designer / Lead Digital Strategist

Deliverables:

Interactive Touch Application

Sponsor Feed

Enclosure Wrap

Live Instagram Feed

Tools:

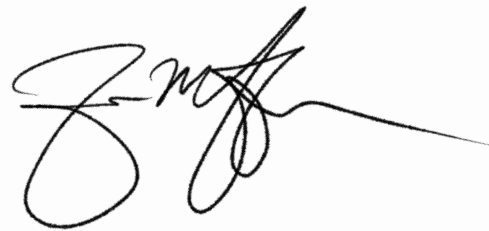
HTML/CSS/Javascript

Google Analytics

Video link:

<https://drive.google.com/file/d/14FW9De7sqVw90xA8ZxDNqxPZO8IVna2T/view?usp=sharing>

THANK YOU

A handwritten signature in black ink, appearing to be 'Z. Hoff', written on a light gray rectangular background. The signature is fluid and cursive, with a long horizontal stroke extending to the right.