



JOSHUA D. SCHWARTZ

INDUSTRIES SERVED:

manufacturing **architecture** cruise industry
interior design automotive **hospitality** construction
publishing **apparel** education **the arts** real estate
wealth management

Joshua D. Schwartz

VISUAL IDENTITY / BRANDING / GRAPHIC DESIGN

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Thank you for the opportunity to introduce myself and share both my career journey and the strengths I bring to the table. The following pages showcase a wide range of skills I've crafted in creating and producing content for a diverse group of clients and employers across multiple industries.

Over the past 25 years, I've successfully crafted, promoted, and elevated the identities, products, visions, and brands of my clients and employers, helping them stand out in their respective industries.

**I listen to the people I work with – that's how it works.
My clients and employers have taught me everything I know.**

The creative process revolves around ideas, objectives, and solutions. Perception shapes reality, and the work presented here will demonstrate what many have described as my unwavering ability to adapt to any business environment and consistently deliver on promises.

If you like what you see, let the journey begin.

J D Schwartz

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PROFESSIONAL OVERVIEW

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Visual expertise in corporate identity, branding, marketing, and timeless design.

Seasoned Specialist with start-ups (newcos), rebranding, renewed campaigns.

Strong Collaborator and communicator focused on delivering best-in-class results.

Experienced in spearheading new initiatives based on dictates.

Conceptualizing

Skilled in conceptualizing compelling messaging materials targeting prospects.

Detail oriented

Organized, compliant, and detail oriented from concept to completion

Accomplished problem solver with a manifest of reliable resources.

Responsible, passionate, and engaged contributor to the success of any business.

Repositioned and rebranded a \$80 million a year, global non-ferrous metals company (IMC Group) with four unique divisions following the acquisition of a 160,000 square foot manufacturing facility.

CEO/CMO of a Miami-based inbound travel operator catering to the Vacation ownership industry. Grew sales from \$2MM to \$15MM in three years. Clients included Marriott, Wyndham, and Westgate.

Spearheaded and engaged in rebranding, visual identities for multiple concerns including Doubletree and Bentley Hotels; Tillberg Design, Half Price Kitchens, Beyond Haute, Ital Design, and others.

CMO and consultant for regional to global companies with sales ranging from one to one hundred and fifty million dollars in annual sales.

(2024) Created, evolved, and produced the logo mark, branding package, marketing, and launch materials (digital and print) for Miami's newest Condo/Hotel – **VIDA Edgewater**, a 138 key, boutique, mixed-use property. The project is nearing sell-out and is currently under construction. (www.vidaedgewater.com)

KEY INDUSTRIES SERVED:

Manufacturing, architecture, the arts, cruise, interior design, automotive, hospitality, construction, publishing, apparel, education, real estate, and wealth management.

TOOLS: Adobe Suite | Microsoft | Trello (project management) | WIX

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ABOUT

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- Born:** Philadelphia, Pennsylvania
- Academics:** Pennsylvania State University - Liberal Arts Associate Degree
University of Pennsylvania (Wharton) – Marketing Credit
San Diego State University - Marketing Associate Degree
- 1990-1995** Established a creative marketing enterprise / CommuniCo), San Diego
1995-2000 CMO, The International Metals & Chemicals Company / MetalsAmerica
2000-2010 CEO, CMO Bueno.com – inbound seller of vacation travel from LATAM
2011-2015 Strategic brand and marketing consultant - regional and national firms including Doubletree / Marriott / Cadillac / Hilton / Exclusive Residences
2016-2019 CMO, International Education Opportunities – Inbound overseas academia
2010 - Present CEO, owner of TributeStudios: boutique design and strategic marketing agency
- Hobbies**
- Travel:** Over 150 ocean voyages (cruises and crossings) on 50+ ships / 20 Countries
Self-publishing: Three collectable self-published hardcover travel photo-books
Tribute to “Prinsendam” - Sold 2,000 copies to Holland America Line
- Photography:** www.galleryofships.com –5,000+ ocean liner and cruise ship images
BLOG: www.site2sea.com Cruise travel and ships
Website: www.tributestudios.com Boutique design and marketing studio

