

Michael Raso

Kensington, MD 20895

202.246.1149 | MichaelRaso202@gmail.com

BrunosBrandedHouse.com



Brand Strategist & Communicator

Delivering Brand Awareness Through Cohesive Strategies

Skilled brand professional who develops and implements successful campaigns on a global level, delivering targeted results for the client and inspiring the studio's team to greater creative heights.

EXPERIENCE

January 2023–Present

Bruno's Branded House (studio BBH) | Owner :: Creative Director

- Establish and grow my full-service design studio by leveraging my extensive design and branding experience.
- Design and produce multi-pronged marketing and branding initiatives for a vast array of clients.
- Develop a full range of branding and marketing solutions from targeted messaging/positioning to robust visual branding solutions, all based on detailed client research and discovery.
- Coordinate and manage a deep bench of subcontractor talent to ensure the studio's exceptional quality.
- Agile and nimble approach to brand development/elevation and marketing collateral creation all punctuated with a focus on quality, responsiveness, and adding value.

Clients: Smithsonian Institution, Johns Hopkins University, American Foundation for the Blind, REI Systems, Upoar Public Relations, PCNA, Broad Street Realty, CECO Environmental, Rochelle Bank, Lexington Park Capital, BCR Environmental Corporation, Steele Solutions, Aviat Networks, Branch Creative Group

November 2021–January 2023

Wealthspire Advisors | Senior Brand Manager

- Conceptualize, create, and produce the firm's overall brand. Capturing the ethos of the firm and visually and strategically establishing and elevating the brand.
- Collaborate with both the internal marketing team colleagues and internal clients to produce a wide range of digital and print collateral.
- Oversee and art direct all material produced to ensure brand compliance, consistency, and impact.
- Champion the brand's development and elevation as demonstrated by the broad range of collateral delivered to the internal and external audiences.
- Achieve the goal of raising the brand presence in the marketplace and separation from competitors.

January 2006–October 2021

Don Schaaf & Friends, Inc. (ds+f) | Creative Director :: Brand Development

- Create and execute strategies at the micro and macro level for a range of global clients, including Fortune 1000 corporations, healthcare organizations, law firms, and international associations.
- Lead the agency's team to ensure the quality of creative and strategic offerings.
- Enhance and develop business engagements with existing clients.
- Cultivate new business relationships and secure partnerships with prospective clients.
- Use cross-cultural competencies to serve international clients with diverse needs.

Clients: National Public Radio (NPR), Kennametal Inc., Westinghouse, nVent, StratWealth, Pentair, Offit Kurman, Frontier Technologies, Door & Hardware Institute, Flowserve, Personal Connected Health Alliance (PCHAlliance), Healthcare Information and Management Systems Society (HIMSS), and the American Foundation for the Blind

REPRESENTATIVE ACCOMPLISHMENT

NATIONAL PUBLIC RADIO, INC. (NPR)

Smart Audio Strategic Report: Discovery, conceptualization, brand establishment and design of NPR's signature report on the use of smart audio technology. Using the newly-created logo as the starting point, developed a brand that captured the vitality of the technology and effectively conveyed the overarching story.

- Developed an engaging chart and infographic system that efficiently and boldly presented the data and extended the brand message to the report's online and social media presences.
- Exemplifying a true spirit of collaboration, successfully worked with both NPR and their research firm regarding the overall position and visual aesthetic, and delivered the necessary files for production.
- **Results:** Engagement and Continuity — the number of downloads of the report far exceeded the client's expectations and, based on the success of the initial report, led to its usage in subsequent years.

REPRESENTATIVE ACCOMPLISHMENT

SMITHSONIAN INSTITUTION | SMITHSONIAN EARLY ENRICHMENT CENTER (SEEC)

Brand Development: As a key contributor to strategy and design for a wide array of marketing challenges, worked with Smithsonian contacts to advance several prominent initiatives.

Word Expeditions Outreach Initiative: To develop a deeper connection with the community as a whole and specifically underserved populations — strategized an 'expedition/discovery' theme as the foundation of the outreach.

- The theme drove the creation of a comprehensive, multi-panel map for the audience to explore and experience the myriad of Smithsonian museums and their offerings.
- Searching for the items outlined within the map, our 'explorers' investigated the various Smithsonian museums looking for a particular piece of art, and once found, received a confirmation/passport stamp.
- **Results:** Increased Engagement — coupled with a strong awareness campaign, the amount of visitors far exceeded the initial target and the use of the map continued beyond the launch date, further emphasizing the initiative's success.

REPRESENTATIVE ACCOMPLISHMENT

FRONTIER TECHNOLOGIES, INC.

Awareness Campaign: Strategize, design and produce the comprehensive rebranding initiative to elevate the market position and clearly differentiate our client from their competitors.

- A thorough competitive analysis that drove new messaging, logo, tagline and the overall visual brand.
- Designed and produced a new website that reflected the redefined brand essence and served as the main vehicle for announcing the bold new brand.
- A detailed Brand Standards document was created to ensure consistency, along with a robust identity system to further solidify the new brand.
- **Results:** Significant increase in website traffic has lead to new business opportunities, and with these opportunities, a reinvigorated internal passion has been ignited.

EDUCATION

Art Institute of Pittsburgh, Pittsburgh, PA

B.A. | Graphic Design



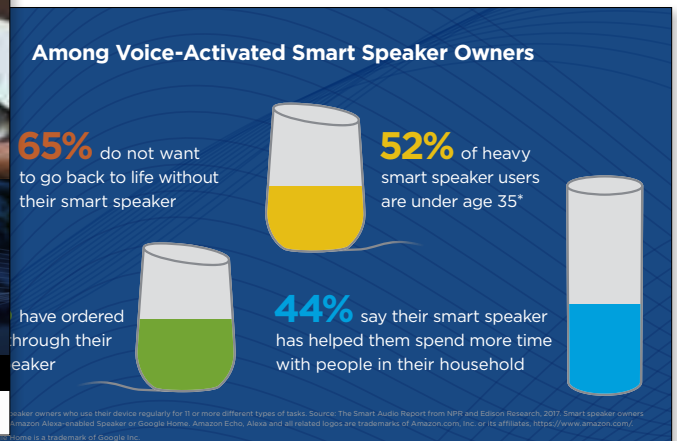


In-depth insights into how smart speakers are changing the behaviors and media consumption of Americans

THE smart audio REPORT

Download the full study at npr.org/smartaudio

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THE smart audio REPORT

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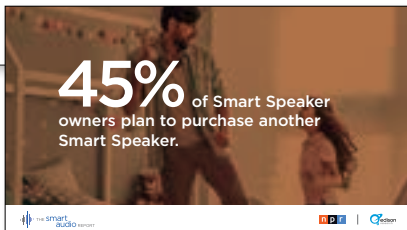
THE smart audio REPORT

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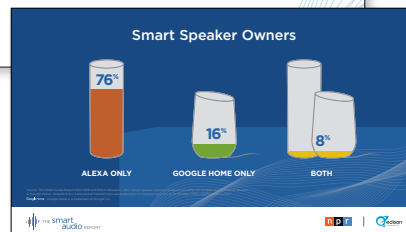
62% of Smart Speaker owners say that their Smart Speakers are essential to their everyday lives.

THE smart audio REPORT | npr | edison



45% of Smart Speaker owners plan to purchase another Smart Speaker.


THE smart audio REPORT | npr | edison



Smart Speakers:

- Have quickly become essential to many owners.
- Encourage more audio listening.
- Make life easier, especially for parents.

THE smart audio REPORT | npr | edison



57% of Smart Speaker owners have ordered an item through a voice-activated speaker

Google Home Google Home is a trademark of Google Inc.

THE smart audio REPORT

DOWNLOAD NOW

Fall 2017 Release

npr | edison



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Great-Tasting Water. Less Plastic. **FOR LIFE.**

It's a Home Run.

Now you can fill up your reusable water bottle at one of the Pentair Water Stations located throughout Target Field. Pentair brings the same crisp, filtered water to the ballpark that we deliver to homes, business and industry around the world.

We are proud to deliver great-tasting water and help the environment by reducing plastic bottle use here at Target Field. Whether at home, work or play, Pentair's comprehensive range of smart, sustainable water solutions help people move, improve and enjoy life's essential resource.

Smart, Sustainable Water Solutions. **FOR LIFE.**

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Impactful Solutions. **FOR LIFE.**


We believe the health of our world depends on reliable access to clean water. Every day, more than 10,000 Pentair employees in 34 countries work around the globe to deliver a comprehensive range of smart, sustainable water solutions to homes, business and industry.

Our industry leading and proven portfolio of solutions enables our customers to access clean, safe water. Whether it's improving, moving, or enjoying water, we help manage the world's most precious resource.

Smart, Sustainable Water Solutions. **FOR LIFE.**

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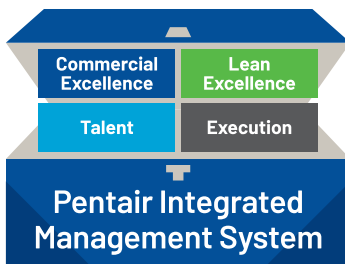
Our Project Safewater programs provide **Sustainable Access to Clean, Safe Water** to more than **3 Million People** each day in the developing world.

PENTAIR



Our solutions support water efficiency, helping to **Reduce, Reuse or Recover Water**, directly or indirectly.

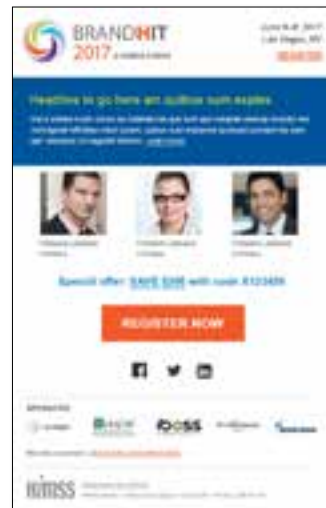
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Our Community. Our Friends. Our People.
At Rochelle Bank, we are a local bank that believes in being a part of the communities we serve.
For 75 years Rochelle Bank has existed to provide excellent service, strong support for local residents and businesses, superior account and lending products, and a passion for community service.
Stop in and meet today for all of your banking needs.

Local.

We believe in being a part of the communities we serve because we are also your neighbors, your friends and your family.

Personal.

We are proud to be part of the community and even more proud to be considered your friend.

Digital.

Peer to Peer Payments (P2P)
New! Instantaneous money transfers between any device, with and without internet. You can now send money to friends and family from their phone or computer.

Online Loan Applications
With an automated digital application process, customers can effortlessly open additional accounts and apply for loans.

Comment Account Opening
Digital self-onboarding allows customers to open a bank account in matter where they are or what device they are using.

Trustworthy Security
Multi-factor biometric authentication, localized-based security, encrypted activity, real-time fraud detection, and transaction and analytical fraud detection systems are built for a modern banking experience.

Come along with us on the digital banking journey, we are here to help guide you along the way.

Local. Personal. Digital.

LOCATION:
200 Ashley Street
Rochelle, GA 31079
(229) 365-2236

HOURS:
Monday - Thursday
9:00 am - 4:00 pm
Friday
9:00 am - 5:30 pm

LET'S TALK:
connect@rochellebank.com
(229) 365-2236

SITEMAP:
Checking Accounts
Saving Accounts
Personal Lending
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Products and services with a personal touch.

We are here for you.

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Built on a history of service, we bring even more to your banking experience.

What can we do for you?

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Checking Accounts

We provide you with ease and convenience to deposit and withdraw your money for daily transactions. We offer Regular, Senior Citizens, Student and ATM account choices.

	Regular Checking	SN Citizens Checking	Student Checking	ATM Account	Super NOW
Minimum Deposit to Open	\$100	\$100	\$100	\$100	\$100
Other Banking and All Pay	X	X	X	X	X
Interest Earning Account*	Yes	Yes	Yes	Yes	Yes
Automatic Withdrawal*	Yes	Yes	Yes	Yes	Yes
Overdraft Protection*	Yes	Yes	Yes	Yes	Yes

*All savings accounts are subject to Rochelle Bank's terms and conditions provided in account opening.

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Saving Accounts

Building your savings isn't always easy, but with a Rochelle Bank savings account, we're here to make it as easy as the last work. With competitive interest rates you can enjoy a simpler way to save. We offer various options to suit including: Personal Money Market, Personal Money Market, Regular Savings and more a Children's Club Savings account.

	Personal Money Market	Personal Money Market	Personal Money Market	Personal Money Market	Personal Money Market
Minimum Deposit to Open	\$100	\$100	\$100	\$100	\$100
Other Banking and All Pay	X	X	X	X	X
Interest Earning Account*	Yes	Yes	Yes	Yes	Yes
Automatic Withdrawal*	Yes	Yes	Yes	Yes	Yes
Overdraft Protection*	Yes	Yes	Yes	Yes	Yes

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Personal Lending

• **CD SECURED LOANS**
With a Rochelle Bank CD Secured loan, your Certificate of Deposit acts as collateral. Our CD Secured loan allows you to retain your investment and get the cash you need immediately.

• **PERSONAL LOAN**
Finding the right loan for your needs is our top priority at Rochelle Bank. Whether it is a secured savings account loan or your good credit, you can finance practically anything you can think of.

• **AUTOMOBILE LOANS**
What does your home do? Well, get you there. Have you had your eye on that dream car or truck? You know it, and Rochelle Bank can help get you there faster with a competitive auto loan.

• **RESIDENTIAL LOANS**
Do you have your eye on that dream house or looking to refinance? We are here for you to walk you through the process to make that become a reality.

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Agricultural Products

• **OPERATING LOANS**
• **EQUIPMENT LOANS**
• **FARM REAL ESTATE**

Whether you are looking to buy additional land to expand your operation, purchase a new tractor, or you need capital for other farm and equipment needs to reduce expenses, we can help. Our program offers farmers the agriculture financing needed to get the job done. With a variety of loan products, operating loans, equipment loans, and more, we can meet your financial needs to expand your business or help finance operations from year to year.

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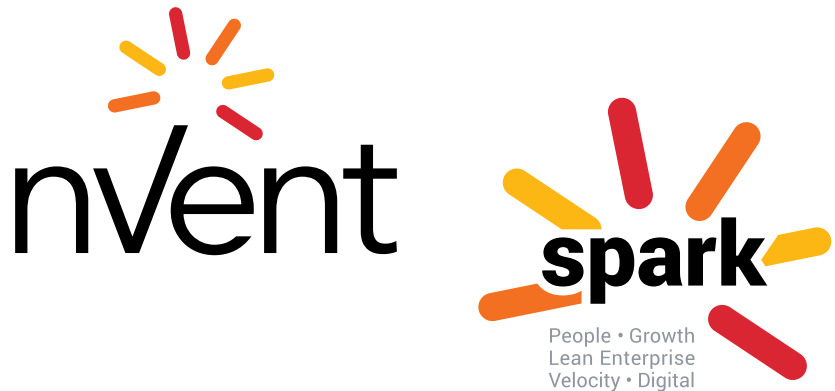
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