

# Ramon Peralta

**Creative Director**

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## Ramon Peralta

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## Professional Summary

Dynamic entrepreneur, author, speaker, artist and digital marketing expert with extensive experience in branding, web development, and business strategy. Founder of Peralta Design, a full-service digital marketing agency, and an established TedX speaker and author delivering talks based on the book, *Launch Your Brand*. Passionate about mentoring youth, international philanthropy, and promoting disadvantaged businesses. Adept at inspiring audiences with actionable insights on business growth and brand development.

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## Experience

### **Peralta Design / Founder, Creative Director**

AUGUST 2008 - PRESENT; SHELTON, CT

Built a full-service digital marketing agency specializing in branding, web development, and digital marketing strategies.

Led branding and marketing projects for a diverse range of clients, helping businesses establish strong brand identities. Most recently branded CT United MLS Next professional soccer team.

Oversaw business growth, strategic partnerships, and client relationships.

### **Peralta Brand University / Founder, Trainer/Speaker**

JANUARY 2025 - PRESENT; SHELTON, CT

Conducts paid speaking engagements based on his book, *Launch Your Brand, The Fastest Way to Supercharge Any Business*, focusing on branding, entrepreneurship, and business development.

Delivers keynote speeches and workshops to businesses, organizations, and conferences, as well as at-risk youth or adolescents.

Inspires audiences with real-world case studies and actionable branding strategies.

### **Walker Digital / Creative Director**

AUGUST 1998 - AUGUST 2008; STAMFORD, CT

Led creative as part of original startup team for Priceline.com

### **Cendant / Art Director**

MAY 1994 - JULY 1998; STAMFORD, CT

Responsible for creative direct mail print design & advertising concepts

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## Education

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### University of Bridgeport / Honorary Doctorate

MAY 2017; BRIDGEPORT, CT

Delivered commencement speech at graduation ceremonies and recognized for achievements in life and business.

### University of Bridgeport / Bachelor of Fine Arts, Visual Arts

SEPTEMBER 1988 - MAY 1992

Graduated Cum Laude

### Tuck School of Business / Executive MBE Program

2014 and 2017

Growing a Minority Business to Scale Program

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## Awards

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Community Impact Award 2025, Greater New Haven Chamber

Featured in, Featured American Publication

Featured in, The Good Men Project

Featured on, Today Show

Featured on, NPR Marketplace

Top 30 Most Impactful TedX Talks of this Century

Partner of the Year, 2024, WorkPlace

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## Affiliations

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Chairman, Publications Committee, Alpha Phi Alpha Fraternity, Inc.

Chief Creative Advisor, Alpha Phi Alpha Fraternity, Inc.

Board Member, Greater Valley Chamber of Commerce

Board Member, McGivney Community Center

Board Member, Directors Advisory Council, M&T Bank

Board Member, Presidential Advisory Council, SCSU

Board Member, Housatonic Community Foundation

Board Member, Workplace Ventures

Member, Hispanic Chamber of Commerce of Greater Bridgeport

Member, Greater New Haven Chamber of Commerce

Member, Bridgeport Regional Business Council

Host, MissionCTRL Podcast