

JODI CORDOVA

Ashland, OR

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jodicordova.com

linkedin.com/in/jodicordova



ART DIRECTOR & SENIOR DESIGNER

SUMMARY

A multifaceted, Art Director/Senior Designer open to freelance or direct hire role. Brand design, graphic design, producer and project management in all areas of marketing, advertising and design. 15+ years managing large creative teams, agency partners and vendors. Winner of 2009, 2014, 2016 Marketing Excellence Award.

OVERVIEW

- Brand strategist executing creative solutions across multiple channels at scale
- Impeccable eye for design, color and typography.
- Expert at transforming heavy data into digestible graphics for presentations.
- Well versed in executive level project management and tier-1 marketing.
- Savvy presentation skills (Google Slides, PPT, and Keynote) & client relationship building.
- Stays current with latest pop culture, social media and digital marketing trends
- Multiple years managing virtual and in-house global teams of marketers, social, media buyers, planners, editors, designers and production superstars.
- Well versed producer/production in print, packaging, digital, OOH, events and experiential.
- Excellent time management and people skills.
- Improvement of process' and collaborative tools on global scale.
- Advertising copywriter and editor.
- Extensive background in content taxonomy, asset management and meta-data.
- Excels in high volume work environments and integrates well into existing teams.
- Knows the value of being a service-oriented designer and producer with zero ego.

SKILLS

Expert Adobe CS (InDesign, Photoshop, Illustrator) Microsoft Office Suite (Excel, PPT, Word) Google Slides, Keynote and Beautiful. Expert in collaboration/project management tools: Monday, Screen Dragon, Slack, Asana, Wrike, Basecamp, TimeCamp (to name a few). Wix, Squarespace, WordPress. Wireframes and UX/UI design, Figma, Sketch. Hubspot and Mail Chimp for automated marketing campaigns. Intermediate motion graphics and video (After Effects, Premier Pro)

EXPERIENCE

One Big Studio

Consulting Creative Director/Art Director/Senior Designer

Currently remote from Ashland, OR

Brand development, brand management, presentations, social media, advertising, marketing materials, annual reports, illustration, informational graphics, iconography, newsletters, copy editing, publishing, experiential, event marketing, sports marketing, packaging, web design and UX/UI design.

Clients include: Adero Partners, Atherton Lane Advisers, Deep Blue Capital, EVAA, Fillenger Landscaping, Gaco, GTE, Handlebar Coffee, Happyly, HP, Homestead Supply Co, IQ, Informix, LightLogic, Made to Order, Marketup360, Meashell Jewelry, Media Wealth, NewBiotics, New Focus, Nike, Nico Sauzier Design, Oracle Corporation, Pacific Commons, SBC, Santa Barbara Magazine, Stanford University, Sun, Radiant Logic, Versicor and VosBio

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MORE

EXPERIENCE

Oracle Corporation

Creative Director Global Advertising & Production

Redwood Shores, CA 2005 - 2019

Brand management, campaign development, global online banner management, tier-1 print, blog content strategist and management, events, social, experiential, outdoor, broadcast, media evaluation and sports marketing partnerships. Production and workflow process management, development of collaborative work-tools, asset management and content taxonomy.

Studio 3 Design

Senior Designer and Production Supervisor

San Jose, CA 1997 - 2004

Branding, collateral, copy editing, illustration and packaging design.

Beeline Group

Freelance Graphic Designer and Production Artist

Newark, CA 1999 - 2002

Advertising, collateral, data sheets, kiosks, packaging and POPs.

Tom Geary & Assoc. Advertising

Graphic Designer and Production Manager

San Francisco, CA 1993 - 1996

Advertising, branding, corporate collateral, presentations, illustration, packaging, POPs, TV editing, production and many other hats that a five person agency requires

Rapid Design Studio

Graphic Designer, Studio Artist and Production Artist

San Francisco, CA 1992 - 1993

Color separations, product heroes, photo shoots, packaging and textile design

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EDUCATION *Stanford, Executive Studies, Palo Alto – General Management, Innovation, Design Thinking*

Stanford Continuing Studies, Palo Alto — Business Management, Women Leadership, Business Marketing

Academy of Art College, San Francisco – Bachelor of Arts - BA Advertising

Academy of Art College, San Francisco – Bachelor of Arts - BA Graphic Design

Art Center, Pasadena – Undergraduate Graphic Design

Foothill College, Los Altos – Associates of Arts Fine Art & Art History

HONORS *Oracle's Excellence Awards once a year submissions are submitted by executives, management and peers.*

2009 Marketing Excellence Awards R&D and execution of the executive *global awareness airport program* in 27 countries and over 38 airports. Designing laptop charging station and project management of prototypes, manufacturing and distribution of charging stations into Frankfurt and roll-out into Oracle's globe airport plan.

2014 Marketing Excellence Awards Launched the *Engineered Systems Campaign* partnered with Marvel Studio's Ironman movies that included OOH, print and online advertising, experiential, events, social media and broadcast television.

2016 Marketing Excellence Awards Developed a collaborative work-tool for internal and external teams (media, creative, production, translations, sales, marketing and executives) to collaborate globally, manage Oracle's marketing asset catalog and a self-service request portal for the entire company.