



JODI CORDOVA

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SUMMARY

Creative Director / Senior Designer with 15+ years leading global brand, advertising, and production initiatives. Expert in translating complex ideas into compelling visual narratives across digital, print, and experiential channels. Proven track record managing cross-functional teams, streamlining workflows, and delivering high-impact campaigns for enterprise brands.

CORE SKILLS

Brand Strategy & Creative Direction
Campaign Development & Integrated Marketing
Project & Production Management
Data Visualization & Presentation Design
Cross-Functional Team Leadership
Content Systems, Asset Management & Workflow Optimization

Tools: Adobe Creative Suite, Figma, Sketch, Google Slides, Keynote, PowerPoint, Asana, Monday, Wrike, Slack, HubSpot, WordPress

PROFESSIONAL EXPERIENCE

One Big Studio — Consulting Creative Director / Art Director / Senior Designer

Remote | Recent

- Lead brand development and creative execution across marketing, digital, and experiential channels
- Design high-impact presentations, campaigns, and visual systems for diverse clients
- Develop brand assets including illustration, infographics, and UX/UI solutions
- Support content development, copy editing, and multi-channel marketing initiatives

Oracle Corporation — Creative Director, Global Advertising & Production

Redwood Shores, CA | 2005 – 2019

- Directed global brand and advertising campaigns across digital, print, broadcast, OOH, and experiential
- Managed cross-functional teams and external partners across creative, media, and production
- Led large-scale campaign development, including integrated product and partnership initiatives
- Built and implemented workflow systems, asset management tools, and content taxonomy frameworks
- Oversaw global banner programs, content strategy, and media evaluation

KEY ACHIEVEMENTS

- Led global airport advertising program across 27 countries and 38+ airports
- Directed integrated campaign in partnership with major entertainment IP, spanning multi-channel execution
- Developed enterprise-wide collaboration and asset management platform improving team efficiency



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PROFESSIONAL EXPERIENCE CONTINUED

Studio 3 Design — Senior Designer & Production Supervisor
San Jose, CA | 1997 – 2004

- Delivered branding, packaging, and collateral for a range of clients
- Supervised production workflows and ensured quality across deliverables

ADDITIONAL EXPERIENCE

Beeline Group — Freelance Designer

Tom Geary & Associates — Graphic Designer / Production Manager

Rapid Design Studio — Graphic Designer / Production Artist

EDUCATION

Stanford University — Executive Studies (Design Thinking, Innovation, Business)

Academy of Art University — B.A. Advertising & Graphic Design

HONORS

Marketing Excellence Awards — Oracle (2009, 2014, 2016)

- Recognized for global campaign innovation, integrated marketing execution, and workflow system development