

## JODI CORDOVA

762 A Street  
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jodicordova.com  
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### ART DIRECTOR & SENIOR DESIGNER

#### SUMMARY

A multifaceted Art Director & Senior Designer open to freelance or direct hire role. Content conception, production, producer and project management in all areas of marketing, advertising and design. Specializing in print/online advertising campaigns, social media, presentations, collateral, out-of-home, events, gorilla marketing, experiential, and web design. Several years managing creative teams, agency partners and vendors.

#### OVERVIEW

- Impeccable eye for design and typography.
- Flawless poise working with C-Suite Executives for over 10 years.
- Expert at transforming heavy data into digestible graphics for presentations to pitch decks.
- Brand strategist across all channels at scale.
- Advertising copy writer and editor.
- Savvy presentation skills & client relationship building.
- Stays current with latest pop culture, social media and digital marketing trends
- Multiple years managing a virtual and in-house global teams of marketers, social, media buyers, planners, editors, designers and production superstars.
- Well versed producer/production in print, digital, OOH, events and experiential.
- Excellent time management and people skills.
- Improvement of process' and collaborative tools on global scale.
- Well versed with translation tools and translators in region.
- Extensive background in content taxonomy, asset management and meta-data.
- Works well within collaborative and think-tank environments.

#### SKILLS

Expert Adobe CS, 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.

#### EXPERIENCE

##### One Big Studio

##### *Creative Director/Art Director/Senior Designer*

Palo Alto, CA 1997 – Currently remote from Ashland, OR

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

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

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## EXPERIENCE

### Oracle Corporation

#### *Creative Director Global Advertising & Production*

Redwood City, CA 2005 - 2019

Brand management, campaign development, global ad management, print, 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.

### Oracle Corporation

#### *Freelance Senior Designer*

Redwood City, CA 1999 - 2005

Brand design, event branding, experiential design, collateral, presentations, Larry Ellison's personal graphic designer (*for executive meetings and advertising brainstorming*).

### 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 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. Additionally, designing prototypes and the production of laptop charging stations.

**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 and executives) to collaborate globally and maintain an advertising asset catalog and self-serve request system for the entire company.