

Jody Lee Oliver

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Experience

Art Director / Marketing, Parks Real Estate (2019 – Present)

Managed the art department to design and create marketing strategies involving original graphic content for web, social media, and signage for new listings. I successfully communicated with top real estate agents to develop an aesthetic and brand that reflects their core values and vision. Reviewed graphic materials to assess their validity and appropriateness for their individual brands.

Freelance Designer and Consultant (2013 – Present)

Single Barrel Program label art for Four Roses, Willett Family Estate, Jim Beam, Jack Daniels, Wild Turkey, and Makers Mark. Merchandise and Event design for Smooth Ambler Spirits as well as Product Consultation for Belle Meade Bourbon.

Senior Brand Manager, Floorco/Flagship (2015 – 2019)

I split my time living between Baltimore and China aligning the marketing team stateside with the sourcing team in Asia. Branded multiple divisions of the company from the ground up. Rebranded what was already in place when I arrived. I worked with the marketing team to conceptualize, source, and develop displays, websites, hundreds of product samples, and promotional material. Implemented written and verbal communication with strong research and analytical skills. Designed fully custom furniture for Coach, Sprint, and Uber. Identified challenges to stay familiar with the latest trends, technologies, and methodologies in graphic design, web design, production, etc.

Graphic Designer, Photography Retoucher, Under Armour - Retail Marketing (2013 – 2015)

Developed design elements for assigned projects, from the conception to final delivery. Reviewed the work of junior designers to give guidance and feedback. Listened to design needs/vision, coming up with ideas to communicate them to members of the team. Delegated design tasks and provided support for junior level design team members. Maintained a high standard of quality while collaborating across the organization to organize assets.

Production Designer, Visual Merchandise Coordinator, Under Armour - Retail Marketing (2013 – 2014)

Produced various printed marketing materials, such as event signage, promo cards, and quarterly sign kits. Designed digital marketing materials including email blasts, Instagram and Facebook posts, event invitations, etc. Developed concepts into print-ready designs intended for wall graphics, wayfinding systems, window displays, banners, window clings, etc. Interpreted various spreadsheets, located product info, and photographed merchandise to create a cohesive document for displaying the UA Brand House product floor set.

Brand House Innovation Specialist, Under Armour (January 2012 – April 2012)

Merged Under Armour's creative vision with my knowledge of layout, photography, design, and social media to create UA Brand House Instagram and Facebook posts. Worked hands-on in the UA Brand House, effectively communicating among teammates and through customer interactions.

Skills

Experience in ideation, sketching, typography, composition, color, and presentation building. Proficient in Photoshop, Illustrator, and InDesign, Premiere Pro, Cinema 4D, Lightroom, Adobe Camera Raw, ToonBoom Animate, Google Sketchup, and Logic Pro X.

Education

Community College of Baltimore County – Graphic Design

References

Roman Shuman – Rshuman@underarmour.com
David Zobel – David@dzobel.com

About Me

I try my best to squeeze every ounce of joy out of life with a contagious enthusiasm that thrives in community. I love to host whiskey tastings and hunt down old dusty bottles far back on the mom-and-pop shop shelves and open them to share with friends. I've played drums since I was 6 years old, toured in bands, and continue to record/write songs to this day. While living in Asia for a few years I learned about meditation, self care, and mindfulness. Those things have shaped my current outlook on life.