

CODY L. OVEROCKER

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PROFESSIONAL SUMMARY:

Brand Designer | Graphic Designer | Digital Marketer | Web Development

Creative and results-driven Brand Designer with over 8 years of experience in crafting compelling visual identities and marketing strategies. Skilled in developing designs that elevate brand presence across digital and print media. Adept at translating client goals and brand messaging into visually impactful designs, with a strong focus on data-driven strategies to drive customer engagement, conversions, and ROI. Proven success in leading design initiatives, optimizing marketing campaigns, and enhancing user experiences to ensure cohesive brand storytelling. Passionate about leveraging innovative design and marketing strategies to enhance brand visibility and market presence.

EDUCATION:

Olivet Nazarene University | Bourbonnais, IL.
Bachelor of Science, Art (Graphic Design)

KEY SKILLS:

- Brand Development & Storytelling
 - Visual Identity & Graphic Design
 - Digital Marketing Strategy & Execution
 - A/B Testing & Performance Optimization
 - eCommerce & Lead Generation
 - Web & UI Design (WordPress, Figma, HTML/CSS)
 - Social Media Marketing & Content Strategy
 - SEO, SEM & Paid Advertising
 - Project Management (Asana, Trello, Slack)
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign)
 - Analytics & Data Interpretation (Google Analytics, Meta Ads)
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EXPERIENCE:

Freelance Marketing Coordinator & Lead Designer | Balance Counseling & Wellness | Remote | February 2024 – Present

- Developed and executed digital marketing strategies for the counseling center, including content creation, social media management, and email campaigns.
- Optimized website design and performance, improving user engagement and conversion rates.
- Created brand assets and marketing collateral to enhance visibility and outreach efforts.

Graphic Designer | Liberty Creative Solutions | Tinley Park, IL. | February 2022 – February 2024

- Designed and executed marketing collateral for national and global brands/clients across print and digital platforms.
- Collaborated directly with clients and the Customer Service Representatives (CSRs) to understand clients' design requirements and objectives, reviewed design proofs, and minimized the amount of revisions needed.
- Collaborated with cross-functional teams to align branding and messaging across various campaigns.
- Led A/B testing and data-driven refinements to improve engagement and conversion rates.

Digital Marketing Manager | Unique Computing Solutions | Frankfort, IL. | April 2021 – December 2021

- Managed and optimized digital marketing campaigns, email marketing, and social media initiatives.
- Conducted A/B testing and analytics reviews to refine marketing strategies and drive engagement.
- Created and managed in-house content marketing content, as well as instructional content for clients, to position Unique Computing Solutions as an industry thought leader.
- Diagnosed and resolved website issues, ensuring optimal digital performance.

Temporary Social Media Manager & Graphic Designer | Fulcrum Farm Foundation | Monee, IL. | July 2020 – January 2021

- Developed and executed social media and digital marketing strategies, growing audience engagement by over 100,000 followers.
- Created compelling content, graphics, and videos to enhance brand storytelling and fundraising efforts.
- Managed multiple social media platforms, using analytics to drive strategy improvements.

Senior Graphic Designer & Event Coordinator | Family Time Magazine | Frankfort, IL. | October 2016 – March 2020

- Led social media marketing efforts, increasing ticket sales for events by 650% in one year.
 - Managed and executed marketing strategies, including email campaigns, digital advertising, and print promotions.
 - Planned and coordinated large-scale events with attendance of 10,000–15,000 attendees.
 - Increased magazine's website traffic, through SEO efforts, by 75% over a two-year time frame.
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TOOLS & TECHNOLOGIES:

- **Marketing Platforms:** Google Analytics, Meta Ads, Google Ads, HubSpot, Mailchimp, Constant Contact
 - **Design & Web Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, WordPress, HTML/CSS, SEO Optimization
 - **Social Media & CRM:** Facebook, Instagram, LinkedIn, Twitter, TikTok, Sprout Social, Hootsuite
 - **Project Management:** Trello, Asana, Slack
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LEADERSHIP & INITIATIVES:

- Successfully managed marketing campaigns that drove engagement and sales growth.
 - Led brand refresh initiatives to modernize and align branding with company vision.
 - Spearheaded data-driven decision-making processes to optimize marketing strategies and improve ROI.
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REFERENCES:

Available Upon Request.