

CODY L. OVEROCKER

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PROFESSIONAL SUMMARY:

Graphic Designer | Digital Marketer | Social Media Coordinator

- ☑ Highly creative and versatile Graphic Designer with 7+ years of experience in crafting impactful visual solutions for diverse clients.
 - ☑ Adept at translating client goals and brand messaging into compelling designs that elevate brand identity and resonate with target audiences.
 - ☑ Proficient in using the latest design software and maintaining an up-to-date knowledge of industry trends to deliver innovative and effective design solutions.
 - ☑ Skilled in forming strong interpersonal relationships and rapport with multiple departments and external points of contact.
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EDUCATION:

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

SKILLS/AREAS OF EXPERTISE:

Design Skills:

- **Typography:** Strong understanding of typography, fonts, and typeface selection.
- **Color Theory:** Ability to create and implement effective color schemes.
- **Layout and Composition:** Skilled in creating visually appealing layouts and compositions.
- **Visual Branding:** Experience in developing and maintaining visual brand identities.
- **Print Design:** Expertise in designing for various print materials, such as brochures, posters, and packaging.
- **Web Design:** Familiarity with web design principles.
- **Illustration:** Proficient in digital illustration and vector graphics.
- **Photo Editing:** Skilled in photo retouching, manipulation, and enhancement.
- **Responsive Design:** Knowledge of designing for various screen sizes and devices.
- **Design Software:** Proficiency in design software beyond Adobe, such as Sketch or Figma.
- **Infographics:** Ability to create informative and engaging infographics.
- **Design Research:** Conducting research to inform design decisions and strategies.
- **Vector Artwork:** Creating scalable vector artwork for logos and icons.
- **Print Production:** Familiarity with the print production process and file preparation.
- **Project Management:** Experience in managing multiple design projects simultaneously.
- **Creativity:** Ability to generate innovative and original design concepts.
- **Attention to Detail:** Strong focus on precision and accuracy in design work.
- **Communication:** Effective communication and collaboration with clients and team members.

- **Problem-Solving:** Capable of finding creative solutions to design challenges.
- **Time Management:** Efficiently managing deadlines and project timelines.

Creative Technology/Software Knowledge:

- **Adobe Creative Suite:** Proficient in Adobe Photoshop, Illustrator, InDesign, and other Adobe software.
- **Email Marketing:** Proficient in Constant Contact, Mail Chimp, MindMatrix, and MarketNow.
- **Social Media:** Proficient in utilizing platforms such as Facebook, Twitter, Instagram, TikTok, LinkedIn, and developing campaigns for growth.
- **Web Development:** Proficient in Wordpress, HTML, CSS, SEO; Knowledge of JavaScript, FTP (FileZilla), and Malware Removal.

Interpersonal Skills:

- Easily establishes interpersonal rapport and trust with others.
- Friendly and enthusiastic customer service skills.
- Team player, trustworthy, and highly motivated.
- Works calmly and remains focused while under pressure.
- Works with professionalism, positivity, and dedication.

EXPERIENCE:

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

Responsible for the creation, editing, and preparation of various projects and marketing collateral submitted by a wide range of local, national, and global brands to be used in a variety of print and digital applications.

- Work with various design software, such as Adobe Creative Suite, to execute design projects efficiently.
- Creates visually appealing and on-brand designs for print materials, such as postcards, mailers, brochures, newsletters, signage and various printed products that meet the unique needs of our diverse clientele.
- Adapt and modify existing designs to fit different formats and specifications.
- Ensure designs are print-ready, considering factors like color profiles, bleed, and resolution.
- Manage multiple design projects simultaneously, adhering to deadlines and maintaining a high standard of quality.
- Collaborates directly with clients and the Customer Service Representatives (CSRs) to understand design requirements and objectives, review design proofs, and minimize the amount of revisions needed.
- Effectively communicates with clients to present design concepts and make necessary revisions.
- Reviews printed proofs for accuracy and give final sign off to release for production.
- Stay updated on design trends and best practices to deliver fresh and innovative solutions.
- Mentors new designers and interns as they grow into their position within the Design Department.

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

Responsible for the creation, maintenance, and analysis of ongoing digital marketing efforts to drive brand visibility, customer engagement, and sales growth in the highly dynamic and competitive technology market.

- Managed and addressed digital marketing work tickets from clients.
- Analyzed website and social media traffic reports, as well as email marketing campaign performance to fine-tune strategies and improve ROI.
- Developed, implemented, and managed digital marketing campaigns, email marketing, social media, and content marketing, to enhance brand presence and generate leads.
- 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 issues on WordPress websites, including server and DNS errors.
- Scanned core WordPress files for the presence of malware and removed when present.

Temporary Social Media Manager/Graphic Designer | Fulcrum Farm Foundation | Hybrid (remote/Monee, IL.) | July 2020 – January 2021

Played a multifaceted role in supporting Fulcrum Farm Foundation's mission and outreach efforts. I was responsible for conceptualizing, creating, and executing visual content that aligned with the foundation's branding and messaging. I maintained multiple accounts across four different social media platforms, all with a common goal of growing an interested and engaged audience.

- Collaborated with the CEO and creative team to develop and execute new marketing strategies
- Implemented a new creative fundraising technique to reach this audience and increase revenue for the farm
- Managed the foundation's social media presence across various platforms. This involved creating and curating content, scheduling posts, and engaging with the growing online community.
- Fostered an active and engaged online community by responding to comments, messages, and inquiries from supporters, partners, and the public.
- Used data analytics to track engagement and made data-driven decisions to optimize the foundation's social media strategy.
- Worked collaboratively with other teams and departments within the foundation to ensure alignment between graphic design and social media efforts.
- Launched two new accounts and grew the audience to over 100,000 net followers.

Senior Graphic Designer/Layout/Social Media Coordinator | Family Time Magazine | Frankfort, IL. |
October 2016 – March 2020

Worked in the unique context of a family-focused publication and played a pivotal role in shaping the magazine's visual identity and digital presence. I contributed to the success of Family Time Magazine by producing visually stunning layouts of the company's monthly publication, its annual "Fun Guide", as well as its bi-yearly "Special Needs Guide." My work played an instrumental role in reinforcing the magazine's commitment to delivering valuable and inspiring content for families.

- Designed and laid out print articles/magazine pages, set the layout for all text, and placed ads as they were submitted by advertisers to ensure a harmonious and visually engaging arrangement of content.
- Designed covers, feature articles, and standard magazine sections which included parenting tips, family stories, and lifestyle content.
- Managed the company's website with monthly updates, blog posts, calendar listings, and event updates.
- Managed social media strategy by planning and scheduling posts on various social media platforms.
- Executed effective social media campaigns to increase page "likes" organically, resulting in an average of 1,000 new page "likes" annually.
- Managed four social media pages to promote various magazine campaigns, such as subscription drives, family event promotions, and seasonal content themes.
- Increased website traffic, through SEO efforts, by 75% over a two-year time frame.
- Actively built relationships with new and existing clients to increase company sales on advertising mediums and large events.

REFERENCES:

Available Upon Request.