

CODY L. OVEROCKER

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PROFESSIONAL SUMMARY:

Design Leader & Brand Strategist with 10 years of experience leading multi-platform design across healthcare, nonprofit, and mission-driven sectors. I deliver clean, conversion-focused creative that drives outcomes and tells human-centered stories. From launching national brand campaigns to leading website overhauls for mental health organizations, my work blends business impact with brand integrity.

EDUCATION:

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

KEY SKILLS & CORE COMPETENCIES:

Brand & Visual Design

- Brand Systems, Identity, & Storytelling
- Responsive Web & Email Design
- Brand-Aligned Design (Digital, Print, Web, Social)

Marketing & Strategy

- Digital Campaigns (Social, SEO, Email)
- A/B Testing & Performance Optimization
- Marketing Automation: HubSpot, Mailchimp

Leadership, Collaboration, & Project Management

- Project & Deadline Management
- Comfortable Leading Projects Independently or as Part of a Team
- Cross-Functional Team Collaboration (Creative, Marketing, Stakeholders)
- Prepares accurate, production-ready assets with strong attention to detail
- Solves problems strategically with a passion for purpose-driven, impactful design

Industry Experience:

- Healthcare, Nonprofit, Technical, & B2B Design
- National Brand Experience: Aetna, Molina Healthcare, BOSCH

EXPERIENCE:

Freelance Marketing Coordinator & Lead Designer

Balance Counseling & Wellness | Remote | February 2024 – Present

Led the visual transformation and digital outreach for a growing mental health practice, driving measurable increases in web engagement and intake requests.

- Designs and manages all visual communications for a growing mental health practice, aligning creative with the brand mission and marketing goals.
- Designed marketing assets, social content, email campaigns, and internal clinician resources to elevate practice visibility and patient experience.
- Optimized website design, performance, and visual structure to improve engagement and conversion rates.
- Supports patient scheduling and care pairing — experience coordinating sensitive, service-driven client interactions.
- Created cohesive brand assets and marketing collateral that improved community outreach and recognition/visibility.
- Assists with clinician onboarding, patient intake, and submitting claims.

Graphic Designer

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

Led the design and production of high-impact print and digital campaigns for national healthcare clients, improving process efficiency and creative consistency across multiple channels.

- Collaborated with national healthcare and nonprofit clients to produce mission-aligned marketing collateral across print and digital platforms.
- Streamlined design-to-print production processes while coordinating with internal and client-side stakeholders.
- 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.
- Managed multiple concurrent projects, balancing shifting priorities in deadline-driven settings.

Digital Marketing Manager

Unique

Computing Solutions | Frankfort, IL. | April 2021 – December 2021

Directed full-funnel digital marketing strategy, combining SEO, email, and content to increase engagement and position the company as a trusted IT partner.

- 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.

Social Media Manager & Graphic Designer (Contract)

Fulcrum Farm Foundation | Monee, IL. | July 2020 – January 2021

Developed a viral content strategy that grew online engagement by over 100,000 followers while strengthening donor outreach and brand visibility.

- 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

Spearheaded multimedia marketing and large-scale event coordination, boosting ticket sales 650% and driving a 75% increase in website traffic through strategic content and SEO.

- Managed marketing and logistics for large-scale community events, including health fairs and expos. Aided with the distribution of CEUs for attending healthcare providers and educators.
- Collaborated with sponsors, vendors, and public health partners to ensure seamless execution.
- 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.

TOOLS & TECHNOLOGIES:

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

LEADERSHIP & INITIATIVES:

- **Drove High-Impact Campaigns:** Successfully managed marketing campaigns that drove engagement, generated leads, and accelerated sales growth.
- **Revitalized Brand Identities:** Led brand refresh initiatives to modernize and align branding with company vision across platforms.
- **Leveraged Data to Lead:** Spearheaded data-driven decision-making processes to optimize marketing strategies and improve ROI.

- **Planned & Executed Large-Scale Events:** Coordinated large-scale community events (10K–15K attendees), collaborating with sponsors, vendors, and media to ensure seamless execution and brand alignment.
 - **Commanded Cross-Channel Promotions:** Directed cross-platform promotional efforts (print, social, web, and email) to support event turnout, visibility, and mission-driven engagement.
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REFERENCES:

Available Upon Request.