

JODI L. DREW



EDUCATION



BACHELOR OF FINE ARTS IN COMMUNICATION DESIGN

Buffalo State College

MAY 2013

Dean's List 5 semesters

AWARDS



Gold ADDY Award
With Love Magazine Issue 2 | 2016

Gold ADDY Award
"Buffalo Love" Invite | 2016

Silver ADDY Award
"From This Day Forward" Invite | 2016

Earl Wolfgruber Award
Buffalo State College | 2012

TECH SKILLS



Photoshop | Illustrator |
InDesign | Microsoft Office |
Social Media Marketing



DESIGN EXPERIENCE

GRAPHIC DESIGN & BRAND SPECIALIST

UNILAND DEVELOPMENT COMPANY

Amherst, NY | 2013-Present

- Project manage and implement the rebranding of Uniland
- Design and create advertisements for Uniland and its tenant companies
- Created innovative templates for corporate sales collateral, proposals, & RFPs
- Conceptualize and design new signage corporate wide
- Developed strategic partnership with marketing department resulting in "out of the box" concepts, efficiency and organizational improvements for the team
- Direct conduit for contract suppliers, print vendors and photographers
- Manage and oversee second graphic designer
- Initial temporary position grew into long term permanent employment

GRAPHIC DESIGN & MARKETING DIRECTOR

XL DENT LABORATORIES

Amherst, NY | 2012-2013

- Executed corporate packaging, promotional pieces and magazine ads
- Designed and implemented rebranding of all corporate stationery and collateral
- Integrated marketing campaigns and new corporate brand direction
- Managed all vendor relationships

GRAPHIC DESIGN INTERN & FREELANCE DESIGNER

TOUR CITY, INC.

Buffalo, NY | 2010-2012

- Designed t-shirts, flyers, posters, album covers, and logos
- Prepared proofs and separations for printing
- Updated website
- Position advanced from internship to contractor due to documented success



FREELANCE EXPERIENCE

GRAPHIC DESIGN

WITH LOVE MAGAZINE: BUFFALO INDIE WEDDINGS

Buffalo, NY | 2013- PRESENT

- Designed full layout for three editions of annual magazine
- Worked with editors to conceptualize magazine content
- Created advertisements for vendors
- Managed timeline for contributor submissions and printing

CREATIVE & GRAPHIC DESIGN

7R, Inc

Buffalo, NY | 2013- PRESENT

- Client portfolio includes: Toyota, Nissan, Volvo, Team Detroit and Saatchi & Saatchi
- Designed creative content for integrated national marketing campaigns
- Consulted and strategized with clients to develop fresh key messaging

GYPHY & SONS, Buffalo, NY | 2015

- Created logo, branding and food truck artwork

TASTE OF TUSCANY, Buffalo, NY | 2015

- Worked with executive team to design logo, branding and product packaging
- Creative Director, stylist and photographer of product shoot

BARTERS BEARD OIL, Buffalo, NY | 2014

- Conceptualized, designed and printed logo, labels, and product packaging

ALLENTOWN PIZZA, Buffalo, NY | 2013

- Designed logo, menu, and overall branding concept

WEDDING INVITATIONS | 2012-Present

- Executed the designs, prints, and assembly for wedding invitations, signage, escort cards, etc. for over 100 weddings



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