

JODIWEAKLAND



PROFESSIONAL SUMMARY

Results-oriented graphic designer with two decades of experience driving business growth through innovative visual strategies. Skilled in crafting and implementing compelling brand identities that deeply resonate with target audiences. Possesses a keen understanding of consumer behavior and market trends, adeptly translating business objectives into impactful design solutions. Proven ability to inspire and lead creative teams to deliver exceptional results within budgetary constraints and project timelines.

EXPERIENCE

2023-PRESENT



Creative Director

INGLESIDE | ROCKVILLE, MD

- Conceive and design visually compelling sales and marketing materials that resonate with the senior living audience, driving engagement and conversions by clearly articulating the unique benefits of Ingleside communities.
- Manage all phases of creative development from concept to completion, ensuring seamless workflow and high-quality output.
- Develop and implement a cohesive brand strategy that establishes a clear and compelling identity through visual elements, messaging, and tone of voice.
- Collaborate with the Director of Marketing to create engaging and persuasive content that effectively communicates key messages, product benefits, and calls to action.
- Lead the sales and marketing team in developing and implementing a comprehensive visual strategy that reinforces Ingleside’s brand positioning.

2019-2023



Graphic Designer

INGLESIDE | ROCKVILLE, MD

- Conceptualized, designed, and produced impactful marketing collateral, incorporating strategic design elements to drive brand growth and engagement.
- Created high-quality visual content by art directing and photographing residents, staff, and community spaces for compelling email and print campaigns.
- Crafted enticing copy and messaging that resonated with senior living audience and effectively communicated the value proposition of Ingleside communities.
- Managed vendor relationships and production processes to ensure timely delivery of high-quality marketing materials.

EXPERIENCE (CONT)

2008–2018



Design Director

INVESTMENT COMPANY INSTITUTE | WASHINGTON, DC

- Developed and implemented comprehensive creative strategies, ensuring alignment with overall marketing goals.
- Managed multiple design projects simultaneously, adhering to budgets and timelines, and delivering high-quality work that exceeded client expectations.
- Led the creation of diverse marketing materials, including digital and print assets, while collaborating with cross-functional teams.
- Mentored and developed a high-performing creative team, including a senior designer and web designer, to overcome complex design challenges and deliver exceptional results.
- Maintained brand consistency across all marketing materials and provided strategic guidance on visual communication to senior leadership.

2002–2008



Senior Designer

INVESTMENT COMPANY INSTITUTE | WASHINGTON, DC

- Served as a project manager in partnership with the Senior Creative Director and other staff to develop and design visual concepts that support current policy themes, communications standards, and consistent ICI branding.
- Designed visually appealing marketing content while considering budget, timing, and resources.
- Created complex graphics, illustrations, and photographs for use in digital and print collateral, infographics, presentations, conference graphics, email marketing, and social media content.
- Collaborated with outside vendors and partners on projects.

EXPERTISE

Brand Development
 Content Strategy
 Copywriting
 Creative Direction
 Digital Design
 Event Planning
 Marketing Campaigns
 Photography

SKILLS

Adobe Creative Suite
 Divi
 Enquire CMS
 Microsoft 365
 HubSpot
 Stripo
 Wordpress

EDUCATION

BFA in Advertising/
 Graphic Design
 Marywood University
 Scranton, PA

