

JODY B FRIEDERICKS
BRANDING+MARKETING+DESIGN
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EMPLOYMENT

- 11.05>present
DMI MUSIC
music branding group
pasadena CA
vice president/executive creative director
11.05>present
lead creative strategist, oversee all creative for agency's six divisions, manage all new business pitches
clients: AARP
Beam Global
Build-A-Bear Workshop
National Cinemedia
Subway
- 08.04>11.05
VARIETY, INC.
daily/weekly periodical
los angeles CA
creative director
creative direction/execution of all marketing + advertising directives for print + online
- 06.96>06.03
UPSHOT
a marketing agency
chicago IL
creative director
oversaw nine art directors + copywriters, led agency's largest piece of business, never lost a pitch
clients: Coca-Cola USA
Diageo
Disney
Ford Motor Company
Hubbard Street Dance Chicago
Mirage Resorts
Procter & Gamble
Seagrams
SBC Communications
Sony
- 01.95>06.96
AMBROSI & ASSOCIATES, INC.
retail + environmental marketing group
chicago IL
graphic designer
clients: Computer City
Kmart
Levitz
Motorola
Pockets Restaurant
Sears

FREELANCE

- JACKSON HOLE FILM FESTIVAL**
creative director, founding member
oversee all branding, marketing, advertising, website + merchandising materials
- ARMANI COSMETICS**
face designer
- BLABBER BABY**
branding/marketing strategy, launch plan, identity + website + packaging design
- JACKSON HOLE EVENT COMPANY**
identity + invitation design
- KASHMAN'S PLACE**
identity + menu + store signage design
- OMALA**
identity design
- WILL-N-ESSIE'S TOYBRARY**
identity + website design

EDUCATION

- INDIANA UNIVERSITY**
bloomington IN
05.93 ba
graphic design/journalism double major
3.8 gpa

fluent in illustrator, photoshop, indesign, image ready, quark, microsoft office, etc. knowledgeable dreamweaver, flash