

# JODY S. DAVIS

## DESIGN & MARKETING GURU

+1 843 683 2687 | jbdavisdesign@gmail.com | Charleston, South Carolina

## EDUCATION.

### FLAGLER COLLEGE

BA of Arts | Graphic Design  
Minor in Fine Arts/Advertising  
1997 - 2003

### DMI (digital marketing institute)

CDMP accreditation  
Certified Digital Mktg Specialist  
2019 - 2020

## EXPERTISES.

- \* branding & logo Design
- \* color theory & harmony
- \* web wire framing/storyboards
- \* presentation strategy/design

- \* pursuit strategy/design
- \* website design & wordpres
- \* Adobe CS
- \* CEROS, *and so much more!*

## PROFESSIONAL EXPERIENCE.

### SR. GRAPHIC DESIGNER, CBRE, NOW | REMOTE

I am currently positioned within the CBRE | Occupier National Marketing team working as one of their Sr. Graphic Designers. I design pursuit related proposals and presentations for Fortune 500 Occupiers.

### GRAPHIC DESIGNER, CBRE, 2020-2022 | REMOTE

I came to CBRE in early 2020 as a full-time, remote, graphic designer for a National project management team headquartered in Atlanta, GA. I designed pursuit related assets for airports, Federal & local government(s), K-12, higher education, libraries, art centers, public transportation, detention centers, and more!

### SR. MARKETING SPECIALIST, LEE & ASSOCIATES, 2018-2019 | CHARLESTON, SC

As Sr. Marketing Specialist, I established the marketing department at Lee & Associates from scratch. As the very first creative professional brought on board, I assisted the firm by creating a co-brand within their franchisee brand. Using my proposal tactics, research, design, and strategy, I was responsible for creating unique branding packages for the retail, office and industrial brokerage teams while winning many large accounts for the company.

### PRINTER & GRAPHIC DESIGNER, SIGN SOURCE, 2017-2018 | CHARLESTON, SC

As lead printer & graphic designer, I was responsible for the running & printing of over 4 Roland oversize printers. I was responsible for designing, recreating and updating signage for all genres of clients at a very fast pace. My biggest job while working there was designing and printing all of the interior signage for the SeaTac Airport.

### SR. GRAPHIC DESIGNER, SERG GROUP, 2014-2016 | HILTON HEAD, SC

I was responsible for the marketing and graphic design needs for over 12 restaurants and bars all owned and operated by SERG, the largest employer on Hilton Head Island. I was in charge of designing, marketing, printing, and maintaining all of the creative print and web assets for all of the establishments.

## APP SKILLS.

### Adobe InDesign



### CEROS



### Adobe Illustrator



### Adobe After Effects



### Adobe Photoshop



### Adobe XD



### Adobe Acrobat



### MS Office



## REFERENCES.

### SARAH LAKE

Senior Director  
ATLANTIC BEACH, FL  
p. +1 213 514 2823  
e. sarahaileenlake@gmail.com

### KENNETH WEAVER

Senior Creative Director  
DALLAS, TX  
p. +1 717 577 1667  
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### ABBY BUTLER

Graphic Designer  
TOLEDO, OH  
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### RICHARD KING

National BD Marketing Manager  
ATLANTA, GA  
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## FELLOWSHIP.

### CBRE CTP

Creative Talent Platform  
Awards & Recognition  
2021 - 2022

### CBRE CTP

Creative Talent Platform  
Hiring & Onboarding  
2022 - 2023

*\*being asked by leadership to serve on the CTP is a special honor*

## LINKS.

[Portfolio Website | jbdesign.squarespace.com](http://jbdesign.squarespace.com)

[LinkedIn | linkedIn.com/in/jbdavis](https://www.linkedin.com/in/jbdavis)

[behance | behance.net/jodydavis](https://www.behance.net/jodydavis)