Jodi Madden.

CREATIVE DIRECTOR
CERTIFIED BRAND STRATEGIST
GRAPHIC DESIGNER

CONTACT

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LINKEDIN
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LOCATION
Upstate New York

EDUCATION

Certified Brand Strategist
Brand Master Academy

Brand Management Certificate
eCornell

BAS, Website Design
Westwood College of Technology · 4.0 GPA · Alpha Beta Kappa

AAS, Graphic Design & Multimedia
Westwood College of Technology · 4.0 GPA

BA, Psychology
SUNY Oneonta

AA, Humanities
Adirondack Community College

AWARDS & CERTIFICATIONS

3 ADDY Awards (2007)
Gold, Logo · Gold, Packaging · Silver, Product Presentation

Adobe Certified Professional
Visual Design (Photoshop) · Print & Digital Media Publication (InDesign) · Graphic Design & Illustration (Illustrator)

Creative leader with 20+ years in brand strategy, creative direction and design, most recently leading brand and creative for national nonprofits. I bring together the principles of *psychology and music* to shape brands that resonate, then express them through design people remember. I lead teams while still doing hands-on work.

26%	76%	40%
Audience engagement growth in 12 months	Average yearly lift in national event participation	Faster project delivery across teams

EXPERIENCE

Founder & Brand Strategist
PRESENT

Clarity for Good · Remote

- Lead research-based Brand Intensives that give mission-driven entrepreneurs a Brand Roadmap they keep
- Created and teach the Brand Clarity Circle, an 8-week online group program with live sessions, a workbook and a private community

Director, Brand & Creative
JAN 2023 – SEP 2025

The Mission Continues · St. Louis, MO (Remote)

- Grew audience engagement **26%** within 12 months through new visual strategies
- Directed creative strategy for **4 major national activations**, lifting participation an average of **76%** year over year
- Directed video and photography for 3 national campaigns, producing **50+ YouTube videos** in 3 years
- Unified brand messaging across marketing, development and regional teams, improving project delivery times **40%**
- Led an in-house visual refresh and template system, directing a designer, a web designer and about 5 outside vendors

Creative Director
DEC 2020 – DEC 2022

United Way Suncoast · Tampa, FL (Remote)

- Refreshed the visual identity based on survey feedback, raising stakeholder trust **15%** and engagement **20%**
- Introduced a project management system that cut turnaround **20%** within 3 months
- Produced branded collateral and a weekly video series that carried the organization's message across online and offline channels
- Served as creative lead on a 5-person marketing and communications team, directing a social media contractor

CONTINUED →

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JODIMADDEN.COM

SKILLS

STRATEGY & LEADERSHIP

Brand strategy · Positioning · Messaging · Creative direction · Brand guidelines · Team leadership · Mentoring · Cross-team collaboration · Client management · Presentations

DESIGN & PRODUCTION

Visual identity · Logo design · Event collateral · Print production · Annual reports · Website design · Social & email · Video editing · Photography

TOOLS

Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Figma · Canva · WordPress · HTML & CSS · Adobe Firefly

LEADERSHIP & COMMUNITY

Founder & host
"Branding Tips & Networking for Christian Women Entrepreneurs," a Facebook community of 2,000+ members

Ministry team leader
Since 2007

EXPERIENCE, CONTINUED

Owner & Creative Director

JAN 2005 – PRESENT

High Realm Graphics · Upstate NY

- Run a brand strategy and design studio for nonprofits and purpose-driven businesses nationwide, managing every client and project from concept to completion
- Won **3 ADDY Awards** (2007): Gold for logo design, Gold for packaging, Silver for product presentation
- Grew the studio **300%** in two years through strategic marketing, client referrals and visual brand design
- Clients include Hire Heroes USA, the NYS Lake George Park Commission, Upstate Balloon Company and UP2U Films

Customer Service

2002 – 2005

Brennan's Quick Print · Queensbury, NY

- Managed customer relationships and served as liaison between clients and the design department

MY APPROACH: THE RESONANT BRAND

Strategy sets the frequency. Design and marketing *amplify it.*

PSYCHOLOGY
How people decide: emotion, identity and mental shortcuts drive every strategic choice.

RESONANCE
Tone, pacing and harmony, so a brand sounds and feels like itself everywhere.

DESIGN
Visual systems and hierarchy that make the strategy clear and memorable.