



# JodiCecere

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## Summary of Qualifications

A creative leader with twenty years of graphic, print and digital design experience. Specializing in the development and execution of innovative design solutions in a creative, high-pressure environment. Working both independently and as part of a team, I meet and exceed client expectations while maintaining firm deadlines & rigorous production schedules. I thrive in demanding environments and am always eagerly researching and learning new technologies that will continue to improve my design capabilities.

## Technical Skills

Adobe CS6 & CC: InDesign, Photoshop, Illustrator, Acrobat, Mac OS X, Quark Xpress, Revista, Exacttarget, Microsoft Word, Powerpoint, Excel, basic HTML and photo retouching

## Professional Skills

- Extensive production experience
- Responsive to client and coworker needs
- Excellent communication skills
- Experience in designing digital media
- Effective client, project, and vendor management
- Ability to multitask and produce quality work within tight deadlines

## Experience

3/2009—present

**Associate Art Director**, TodayMedia, Rye, NY

- Responsible for designing and writing copy for 100+ advertisements that span all facets of Westchester Magazine. Including our website, e-mail campaigns, and award-winning community print magazine that has a circulation of over 58,000 people.
- Coordinated with clients and a 10-member Sales Department in order to create targeted print and digital advertising that met their needs and requirements.
- Prepared PDF files for the printing of 22 monthly, quarterly and bi-annual magazines.
- Prepared PDF files for the creation of all 22 digital media magazines.
- Created Custom Resource Listings for clients within westchestermagazine.com

2/2006—2/2009

**Account Manager**, The Richards Organization, Harrison, NY

- Managed 18 long-term retainer advertising accounts worth over \$100K in monthly sales for Coldwell Banker Real Estate and Houlihan Lawrence offices.
- Created ads using Adobe InDesign and submitted them to print publications chosen in accordance with clients' advertising strategy.
- Managed monthly advertising budgets, ranging from \$1,000 to \$18,000, for all 18 branches.
- Managed day-to-day sales activities, budgets, and communication with vendors for each account.

3/2000—2/2006

**Advertising Art Director**, The Scarsdale Inquirer, Scarsdale, NY

- Designed, created and wrote copy for advertisements in an award-winning weekly newspaper. Personally winning 44 separate awards from the NY Press Association for the publication.
- Designed, produced, and wrote copy for sales and marketing flyers, brochures, and special promotions items.
- Coordinated with clients and a 4-member Sales Department in order to create targeted advertising that met their needs and requirements.
- Responsible for preparing the final PDF files needed to produce our print publication.

2/1998—3/2000

**Advertising Art Director**, Bronx Times Reporter, Bronx, NY

- Designed editorial pages and ads using Quark Express for a weekly community newspaper.
- Created, designed and wrote copy for 100 weekly ads.
- Designed and produced sales and marketing flyers, brochures, and special promotions pieces.
- Responsible for preparing the final PDF files needed to produce our print publication.

## Awards

NY Press Association Better Newspaper Contest, March 2001 – February 2006

- Won 44 Concept, Copywriting and Design awards, including two John J. Evans Awards for Advertising Excellence.

## Education

Bachelor of Fine Arts (BFA), Paier College of Art, New Haven, CT.