

JORDAN MOODY

Brand Associate Creative Director

Passionate, fearless and a visionary, with over 8+ years of experience in the creative marketing and advertising industry. I am a multi-talented Art and Content Director who dares to push the boundaries and inspires others to reach for the stars. From conceptualization to execution, my passion for creativity, thoughtful design, and making this world a better place permeates every project I undertake.



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Washington, DC



(202)-492-1338

EDUCATION

BACHELOR OF ARTS IN ADVERTISING & PUBLIC RELATIONS

Lynn University | 2011-2015

CERTIFICATION IN ART DIRECTION

The Creative Circus | 2016-2018

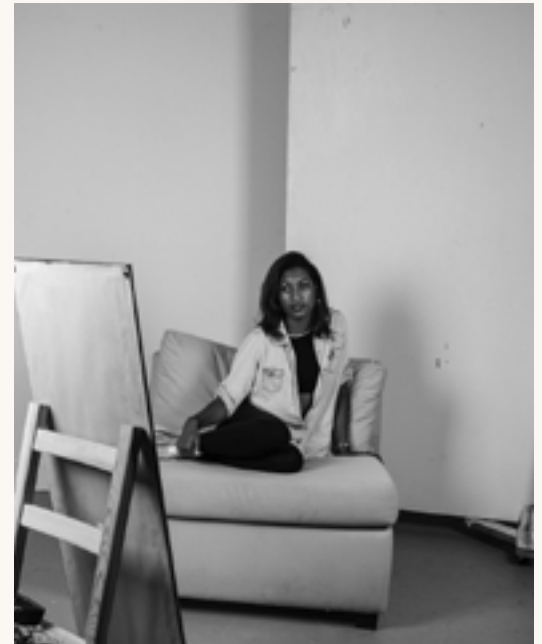
RECENT EXPERIENCE

ASSOCIATE CREATIVE & CONTENT DIRECTOR

Rae Wellness | Jun 2021 - Jan 2024

I came into Rae as Senior Brand Art Director and Designer and quickly became Rae's Associate Brand Creative and Content Director in less than a year. With that opportunity...

- o I led, conceived, curated, and developed new impactful creative and campaigns to support all marketing, social, e-commerce, and retail channels with a small team and outsourced/freelance talent.
- o Organically grew and re-engaged Rae's social accounts by over 120% on TikTok and Instagram by implementing a social strategy, plan, and calendar; as well as creating content that increased brand awareness, and engagement through community building + brand/product education.
- o Developed a new strategy, creative assets, storefront and more to help drastically increase Rae's Amazon sales with the Head of Sales and an outsourced marketing agency.
- o Collaborated with a variety of creators to develop high-value and quality content for Rae's social channels and blog as well as all other areas of the business. This included Rae community members, freelance creatives, Rae employees, Wellness Experts, outsourced agencies and more.
- o Utilized and monitored data-driven insights and market research to inform design decisions and optimize campaign performance, driving measurable results and ROI.
- o Directed and curated lifestyle and product photography to create compelling graphics remotely with freelance talent that resonated with our brand and audience
- o Provided copy for social captions and scripted content, Wrote articles for the Shine Culture blog, marketing pieces, retail channels like Amazon, DTC website, and more.



SKILLS

Graphic Design

Copywriting

Brand Management

Problem-Solving

SEO

Marketing + Brand Strategy

Market Research & Trends

Scrappy/Can Do Spirit

Adobe Creative Suite

Leadership

Content Creation & Planning

Branding

REFERENCES

JANIE WOOD

Head of Sales | Rae Wellness

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ANGIE TEBBE

CEO | Rae Wellness

Email: angie@raewellness.co

Shirae Ravenell

Editor in Chief of Curls in the Hood

Email: shirae@curlsinthehood.com

JORDAN MOODY

Multi-Talented Creative Leader

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EXPERIENCE CONTINUED

FREELANCE CREATIVE

Jordan Moody | NOW

I work as a full-service creative that successfully serves and collaborates with primarily small black owned business and brands to help them reach their creative, social and marketing goals. I have worked with Bungalow Music Festival, Curls in the Hood, Chef Rico Love, the rapper Vybe, and more. Most clients hire me to design logos, websites, branding, social media assets and marketing collateral. I also create social media plans, strategy and calendars as well as create and edit content leading all clients to significant growth within 60 days.

SENIOR ART DIRECTOR & GRAPHIC DESIGNER

VIVO 360 | Jan 2020 - Jan 2021

Worked closely with a small team and freelance talent to conceptualize and execute creative strategies, campaigns and designs for clients like MGM National Airport, Studio Cigar Lounge, The Links Incorporated, and Hartsfield Jackson International Airport.

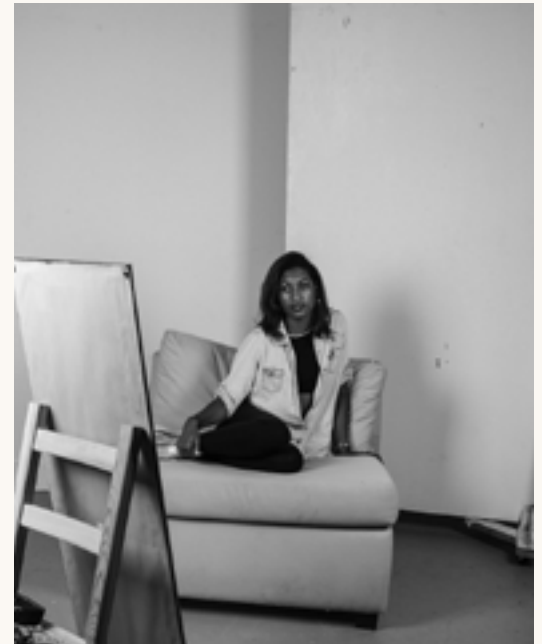
- o Designed compelling visual assets and content for various digital and print media, including websites, social media graphics, branding and identity, marketing collateral, and much more.
- o Managed multiple projects simultaneously and successfully with a small team, ensuring deadlines were met and deliverables exceeded client expectations.
- o Led a team of talented designers and web developers to execute websites for MGM National Airport and Studio Cigar Lounge, keeping user experience and brands tone and voice in mind.
- o Conducted market research and trend analysis to identify emerging design trends and incorporate them into creative projects, keeping brands relevant and competitive.

ART DIRECTOR + GRAPHIC DESIGNER

LUVU BRANDS | Oct 2018 - Jan 2020

Promoted to Senior Art Director in 2019, I worked with a small team to concept and design various impactful digital and print creative and campaigns for brands Liberator, Jaxx Bean Bags and Avana Comfort.

- o Collaborated with a small team to concept and direct lifestyle and product photography as well as video that was used to create compelling graphics/media for various digital and print creative
- o Designed print campaigns that were seen in magazines like New York Magazine, Atlanta Living, GQ and more
- o Collaborated with an outsourced website development team to concept and design the new and still live Liberator.com website
- o Curated and refreshed images to use across all digital and print mediums
- o Collaborated with sales team to create and concept various creative collateral to help each brand reach and exceed sales goals



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SHIRAE RAVENELL

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