

JODY WISSING

COMMUNICATIONS :: MARKETING :: DESIGN :: PRESENTATION

jodywissing.com

me@jodywissing.com

@jodywissing



PROFILE

I am a communications director with 20+ years of experience in branding, marketing, design and presentation. Strategic thinking combined with creative design skill gives me a unique ability to communicate complex information with simplicity and clarity. Highly creative, adapts quickly, works well under pressure, eye for detail, big picture thinker and loves new challenges.

SKILLS

DESIGN

Presentation Design
Graphic Design
Layout
Photography
Web Design
Storyboarding
Infographics

COMMUNICATIONS

Visual Communications
Identity Branding
Customer Experience
Vision Clarity
Creative Writing
Content Curation
Public Speaking

STRATEGY

Strategic Planning
Statistical Analysis
Social Media Strategy
Promotional Marketing
Web Structure
Resource Allocation
Project Management

EXPERIENCE

COMMUNICATIONS & MARKETING

Conceptualized and implemented marketing strategies to increase brand visibility. Ability to see the big picture and create effective marketing plans to accomplish long-term goals.

Created communication strategies for individual areas to work within the overall strategy. Developed, implemented and managed brand standards and operating procedures. Devised brand messaging strategies for social media and email campaigns with dynamic content.

Stayed current on the latest trends, identified opportunities and implemented solutions. Themed, generated and launched multiple capital campaigns and annual reports. Established website structure, oversaw the design process and managed content.

MANAGEMENT & LEADERSHIP

Project management experience in design, development, implementation and follow-up. Coordinated and implemented up to 50 marketing projects simultaneously.

Created a communication department, built a creative team and managed operations. Led a communications advisory team of industry experts to review our brand and provide feedback.

Designed and conducted workshops, constructed training programs and facilitated teaching sessions. Curated multiple art shows, worship production and presentations.

DESIGN & PRESENTATION

Design and layout expertise in print, web, digital media, large scale media, presentations and video. Proofed, formatted and approved artwork across multiple departments.

Conceptualized successful marketing campaigns from idea development through implementation. Directed photo and video shoots for marketing media and ad campaigns.

Combined branding integration with design elements and environments to support the mission. Collaborated with architects to structure and design wayfinding signage for building projects.

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EXPERIENCE CONTINUED

STRATEGIC PLANNING & ANALYSIS

Analyzed marketing data, adjusted and executed modified plans in a timely manner. Researched trends, compiled data and devised action plans for brand awareness.

Performed a thorough communications analysis and created a comprehensive game plan. Identified target audience and created detailed user profiles to focus marketing efforts. Tracked daily content and promotions to identify trends, revise plans and execute changes.

Composed marketing strategy briefs and oversaw their execution for branding campaigns. Collaborated with a cross-functional team on vision and mission clarity, incorporating it into our brand. Prepared budgets encompassing operations, marketing and attendee experience.

EMPLOYMENT

Communications Director Frisco, TX	<i>Preston Trail Community Church</i>	2012 - Present
Visual Arts Director Frisco, TX	<i>Preston Trail Community Church</i>	2006 - 2012
Designer and Marketing Strategist Frisco, TX	<i>Jody Wissing Creative</i>	1999 - 2006
Financial Analyst Dallas, TX	<i>BNC Real Estate</i>	1998 - 1999
Reporting Services Manager Chicago, IL	<i>Arrington Travel Center</i>	1998
Presentation Specialist Phoenix, AZ	<i>Taylor Design</i>	1997 - 1998
Analytical Services Manager Orlando, FL	<i>Toys "R" Us</i>	1992 - 1997
Training Manager Memphis, TN and Birmingham, AL	<i>McDonald's Corporation</i>	1983 - 1992

ORGANIZATIONS & COMMUNITY PARTICIPATION

Financial Peace University Leader Frisco, TX	<i>Preston Trail Community Church</i>	2016 - Present
Co-Founder & Chief Coat Collector Metro Dallas Area	<i>Project Warm Us</i>	2011 - Present
Search & Rescue, Communications Dallas, TX	<i>OurCalling</i>	2010 - Present
Vice Chair, Chair Frisco, TX	<i>Frisco Public Art Board</i>	2011 - 2015
Computer Lab Assistant McKinney, TX	<i>Samaritan Inn</i>	2010 - 2015
Conference Presentor Chicago, IL and Houston, TX	<i>MinistryCOM & N.A.C.B.A.</i>	2010 - 2012