



J O D I A U G U S T I N E

EDUCATION

Iowa State University
Bachelor of Fine Arts (BFA),
Graphic Design

CONTACT

jodiaugustinedesign.com
info@jodiaugustineart.com
Kansas City Metropolitan Area

SKILLS

creative direction
brand strategy
campaign strategy
messaging strategy
corporate branding
concept development
branding & identity design
branding guidelines
event branding
marketing & communications
team management
hiring talent
art direction
print design
packaging
editorial design
digital marketing
user interface design
story boarding
client presentations
presentation design

EducationDynamics

JUN 2024 - PRESENT

Creative Brand Manager

Spearhead the development of a newly created role focused on distinguishing clients in the higher education sector. Responsible for developing brand strategies that highlight the unique strengths of our client brands. Conduct target audience, competitor, and differentiation analyses to establish positioning and uncover messaging opportunities for full-funnel marketing. Collaborate with writers and designers to conceptualize and execute integrated marketing campaigns, and prepare and deliver comprehensive presentations to brand teams and partners, clearly communicating insights and recommendations to support their brand positioning efforts.

National Center for Competency Testing

AUG 2023 - JUN 2024

Creative Director, Marketing & Communications

Played a pivotal role in reshaping the organization's brand, with a dedicated emphasis on elevating the overall brand experience and positioning NCCT as a recognized leader in the competency testing industry. Revamped the visual identity and refined branding guidelines to achieve a modern aesthetic while strengthening brand messaging. Took significant strides to elevate client interactions with the brand, both in person and through expanded social media presence, printed materials, emails, welcome packages, and improved product interactions. Led initiatives to improve employee engagement with the brand by implementing updated communication approaches and rejuvenating the workspace environment.

Intouch Group (now Eversana Intouch)

NOVEMBER 2021-NOVEMBER 2022

Creative Director, Marketing & Communications

Worked closely with Group Creative Director to deliver highly conceptual and strategic designs that met the creative brand goals of the MarCom team, various departmental teams throughout the company, and the Executive leadership team. After an acquisition, lead a

re-brand from Intouch Group to Eversana Intouch: Was responsible for establishing updated branding guidelines, while managing the update of all branding materials; maintaining and policing the Eversana Intouch brand; branding for Intouch's seven affiliates; creative directing and influencing a refresh to the Eversana corporate brand. Delegated work, lead, mentored, reviewed, and maintained a design team of brand champions, executed countless branded experiences, templates and assets, both physical and digital, for our target audiences and employees.

AUGUST 2017-NOVEMBER 2021

Associate Creative Director, MarCom

Expanded the MarCom creative team, trail-blazed the re-brand from Intouch Solutions to Intouch Group in 2018. Led team in launching a newly branded suite of websites and branded materials for Intouch Group plus its ten affiliates.

MARCH 2015-AUGUST 2017

Senior Art Director, MarCom

Played a vital role in evolving and maintaining a mature brand for Intouch Solutions, staying abreast of changing industry trends. Led the MarCom creative team; created the branding guidelines and acted as the creative brand champion for the Intouch Solutions company.

SEPTEMBER 2013-MARCH 2015

Art Director

Hired by EVP, Marketing & Communications to continue to evolve the Intouch Solutions brand. Started a creative team to help support multiple branding needs such as web designs, print ads, recruitment pieces, trade show booths, holiday cards, parties, client experiences, etc.

JANUARY 2009-SEPTEMBER 2013

Interactive Designer

Worked within client branding guidelines to design multiple websites, banner ads, and email designs for various pharmaceutical companies. Was also pulled in to create Intouch Solutions branded designs such as the holiday card, print ads, and a website redesign, as well as branded events such as holiday parties and hosted client events.
