

COURTENAY CODY

Creative Designer

3cstudio.net

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EDUCATION

Design Certificate
from Continuing Education

KENNESAW STATE UNIVERSITY
2011-2014

Bachelor of Arts - Communications
(Theatre Production and Design)

GEORGIA STATE UNIVERSITY
2001-2003

SKILLS

- Proficient in Adobe Creative (Creative Cloud Version)
- Handled inhouse photography and retouching; video editing
- Produced and/or directed video shoots and created presentations
- Worked in agency and corporate environments
- Skilled with an X-acto knife
- Directing and acting
- Editing

I'm a hard-working creative that brings extensive knowledge from both corporate and agency environments. As a creative storyteller, I strive to push the boundaries of creativity and conceptual thought, all while utilizing clean, professional, and striking visuals and developing effective creative executions in both traditional and non-traditional media. I've got a unique mix of creativity, time management, problem-solving, and technicals skills proven by over 18 years of experience. Excellent communicator and quick to grasp the bigger picture, I have experience in both traditional and nontraditional media, casting, designing, directing, and producing in print, radio, and film. I've worked with clients in the beauty and entertainment industry, as well as nonprofits and major corporations. I've also studied at the top professional acting studio in Atlanta.

WORK EXPERIENCE

Matlock ADPR & OffThaRecord

2015-PRESENT | ART DIRECTOR/ASSOCIATE DIRECTOR & PRODUCER

In-house creative completing all aspects of project creative from concept to execution. Complete casting, produce and direct photo and video shoots for client campaigns. Work with and manage freelancers and vendors on creative projects. Manage timelines, budgets, and other items for the creative services team. Complete casting, produce and traffic broadcast and digital radio spots. Create the look and feel for visuals. Completed rebrand for Matlock Advertising and Offtharecord including updating and being the admin for websites. Clients include Google, Georgia Democrats, WDN, FWD.us, Publix, Georgia-Pacific, Macy's, Shea Moisture, 100 Black Men of America, Inc., The Lowery Insitute for Justice & Human Rights, Gender Odyssey, Ms. Foundation for Women, FairFight Action, Georgia Lottery, Koch Industries, etc.

3|C Studio

2011-PRESENT | FOUNDER & CREATIVE DIRECTOR

Complete design, production, photography, video, and creative management for multiple clients including Porsche, Simmons, Starbucks, Teavana, UniverSoul Circus, OffThaRecord, Shea Moisture, ILIVEFOR..., Ms. Foundation, and more.

Astral Health & Beauty

2013-2015 | CREATIVE MANAGER & DESIGNER

Managed all projects through the creative team while also completing design and production duties. Developed production schedules, running weekly creative meetings. Managed the creative team including copywriters, designers, videographers and production. Improved creative workflow and streamlined processes. Organized library of digital assets, naming conventions, and file access procedures. Enhanced quality of projects through resources, turn around time, budgets, and design quality. Coordinated with outside resources for quoting and completion of projects. Brands included Pürminerals, Cosmedix, and Aloette. Some clients included Ulta, Kohls, Hautelook.

Newell Rubbermaid - Goody Products, Inc.

2003-2011 | CREATIVE SERVICES MANAGER & PRODUCTION ARTIST

Completed design and production duties as assigned. Executed rebrand initiative for over 3000 SKUs. Supervised projects in-house and negotiated outside resources. Developed processes and completed file archiving. Reviewed and approved proofs. Coordinated and directed photo shoots including casting and budgeting. Brands included Goody, Solano, i|n, and ACE. Some clients included Target, Walmart, Meijers, Freds, and Walgreens.