

JODI REED

CONTACT

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PROFESSIONAL SUMMARY

Leveraging 29 years of print project management and graphic design with advanced knowledge of the print industry, pre-press production and graphic design. Self-motivated, diversely skilled, reliable, creative problem solver, detail-oriented, proactive, collaborative team player. Presently, would like to utilize these skills in a creative design focused capacity.

SKILLS

- Project Management
- Graphic Design
- Detail-Oriented
- Brand Awareness
- Adobe Creative Suit:
 - InDesign*
 - Photoshop*
 - Illustrator*
 - Acrobat Pro*
- Microsoft:
 - Excel*
 - Outlook*
 - Teams*
 - PowerPoint*
- Asset Management Systems:
 - Comosoft Lago*
 - TechStack ContentX*

EDUCATION

Arizona State Univerity • 1994
Graphic Communications, BS

CAREER HISTORY

Print Project Manager | 2000–present

- Create and maintain InDesign documents templates, style sheets and brand libraries, ensuring components maintain consistency with brand style guides
- Responsible for prioritizing and assigning duties for the Creative team, ensuring catalogs meet press deadlines with artistically and technically accurate documents for 22 catalogs and misc marketing projects a year
- Verify accuracy, validate against asset management system
- Create and share Acrobat PDFs for catalog review for key meetings
- Provide shot data for 200 shots per catalog to in-house photo studio
- Prepare final documents and create print-ready PDFs for printing
- Lead teams of 5–11 people with 2 direct reports
- Develop standards and trained employees
- Make efficiency improvements each year
- Develop and implemented schedules for the creative team
- Communicate with merchants and color analysts regarding products
- Rectifying a wide range of document issues throughout the process

Graphic Designer | 1994–2000

- Created full-price and sale inventory catalogs
- Designed graphics for company's website
- Constructed book covers for monthly book club
- Typeset gift and paperback books for a monthly book club
- Developed marketing signage and endcaps for retail stores and book conventions

CREATIVE ENDEAVORS

Serving on a local Sound Tech Team | 2021–present

- Setup songs and graphics in ProPresenter 7
- Assist with the soundboard for 4–12 inputs

Graphic Designer for a Bi-Annual Retreat | 1995–1998

- Coordinated designs throughout the event — t-shirts, invitations, nametags, take-home material for an aesthetically cohesive event using Photoshop and QuarkXpress