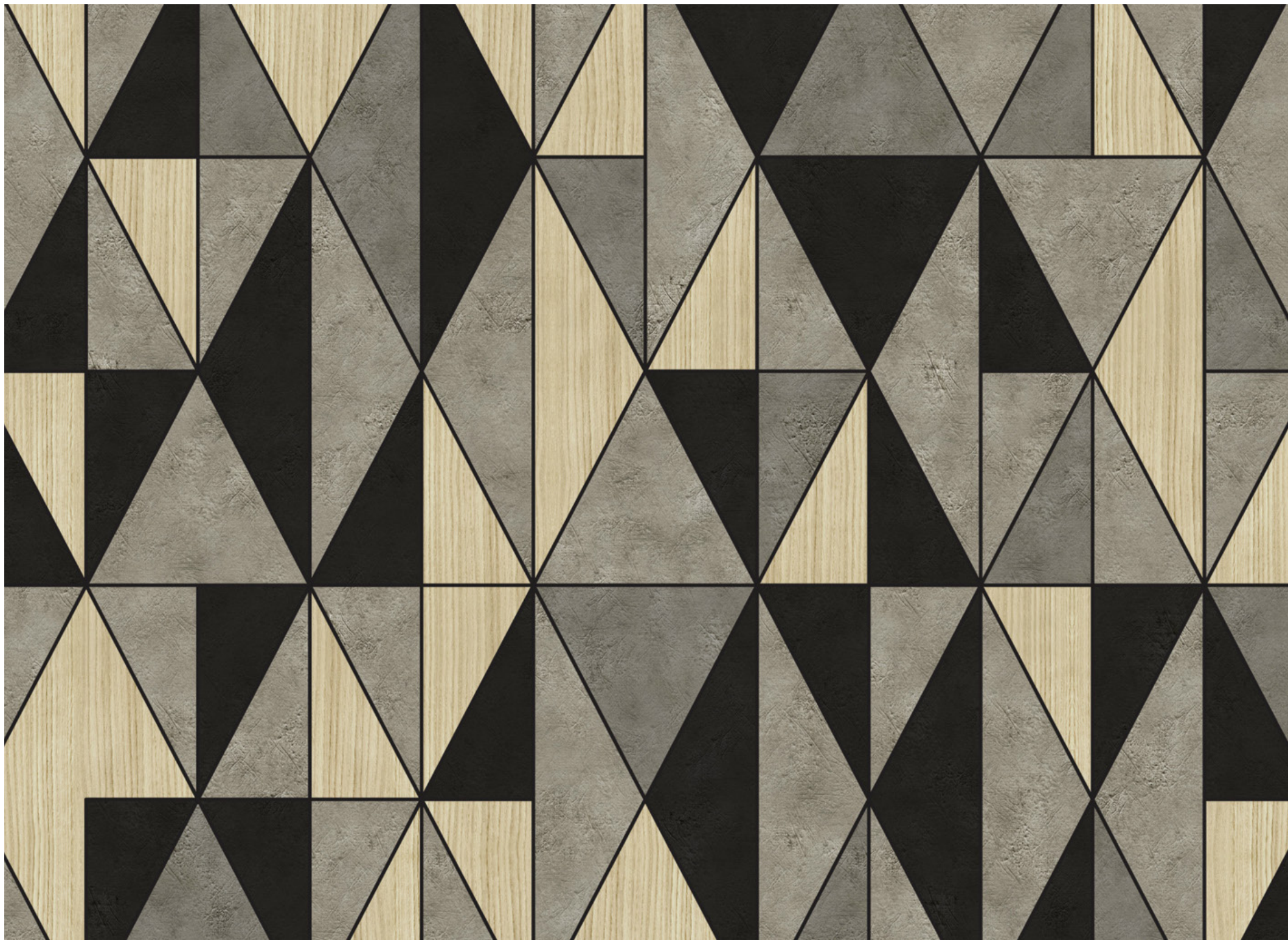




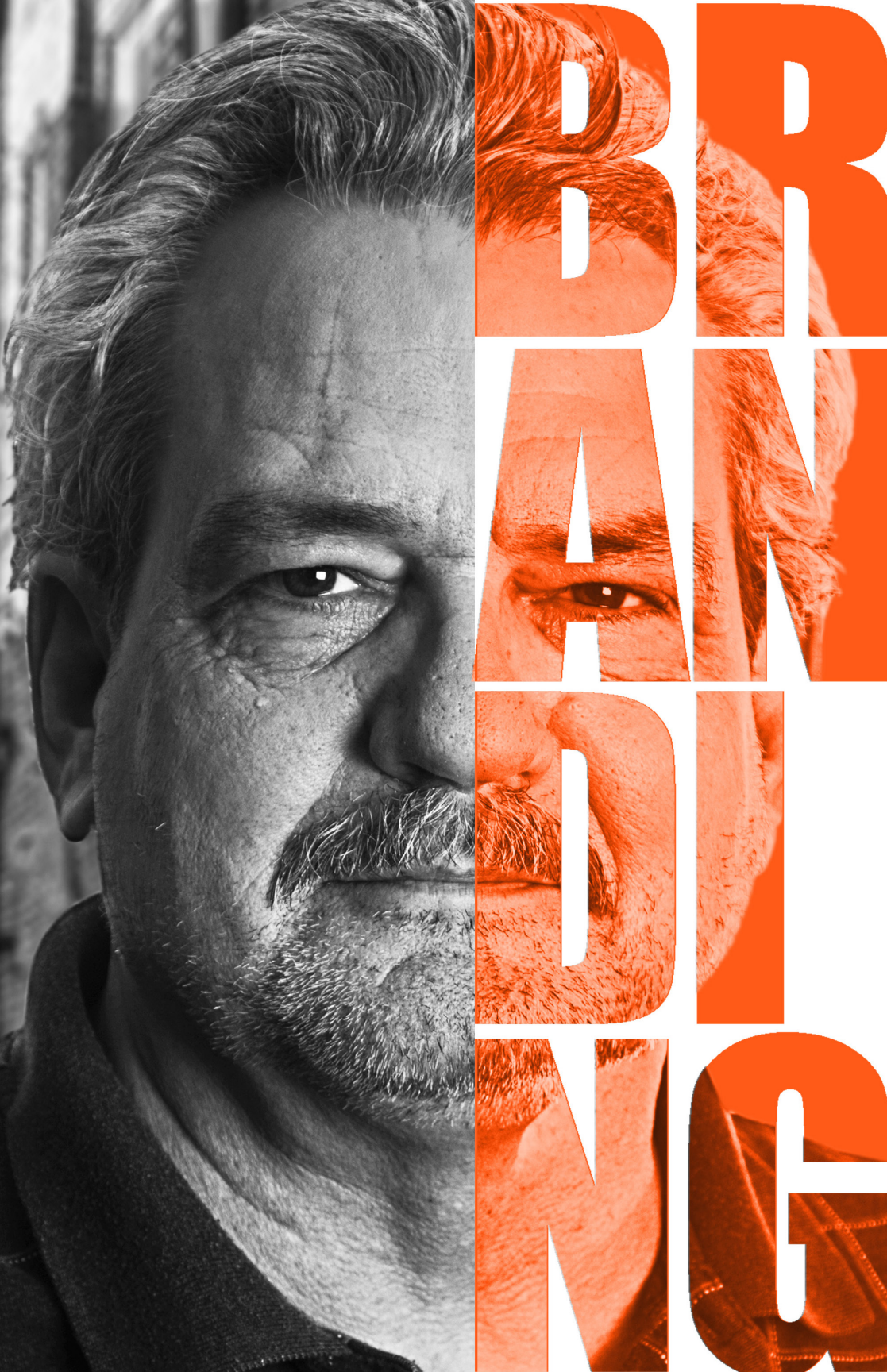
WWW.JEFFROGERSCREATIVE.COM



JEFF ROGERS

A creative professional with over twenty years of experience in strategic branding, public relations, and event promotion. Industries have included higher education, oil and gas, cybersecurity, in-home contractors, non-profit and more.

Jeff Rogers
contactjeffrogers@gmail.com
www.jeffrogerscreative.com
918-810-9049



BRANDING

"Branding demands commitment; commitment to continual reinvention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful."

– Sir Richard Branson



EDUCATION

31% OF TAIU FUNDING IS INVESTED IN EDUCATION

Education is a fundamental building block to a better life. That's why Tulsa Area United Way supports a variety of programs that help students succeed. Through education, training, and mentorship, we help students reach their full potential.

2,132 students received tutoring through the **Reading Buddies** program.

95% of students who received tutoring through the **Reading Buddies** program improved their reading skills.

1,628 students received tutoring through the **Reading Buddies** program.

1,125 students received tutoring through the **Reading Buddies** program.

90% of students who received tutoring through the **Reading Buddies** program improved their reading skills.

200 students received tutoring through the **Reading Buddies** program.

BECAUSE OF YOU Maddy Overcame physical challenges and discovered her athletic abilities. www.tulsa-uw.org/maddy

HEALTH & SAFETY

44% OF TAIU FUNDING IS INVESTED IN HEALTH & SAFETY

Health and safety are essential for a better life. That's why Tulsa Area United Way supports a variety of programs that help people stay healthy and safe. Through health care, safety training, and support services, we help people live their best lives.

96% of women who received prenatal care through the **Wagner Area Neighborhood** program improved their health.

446 women received prenatal care through the **Wagner Area Neighborhood** program.

280 women received prenatal care through the **Wagner Area Neighborhood** program.

100% of women who received prenatal care through the **Wagner Area Neighborhood** program improved their health.

2,396 women received prenatal care through the **Wagner Area Neighborhood** program.

501 women received prenatal care through the **Wagner Area Neighborhood** program.

1,216 women received prenatal care through the **Wagner Area Neighborhood** program.

BECAUSE OF YOU Rose took control of her health and this is a community and support system. www.tulsa-uw.org/rose

LOOKING AHEAD TO A LEADERSHIP TRANSITION IN 2018

As we look ahead to 2018, we are excited about the future of Tulsa Area United Way. We are committed to continuing our work to help people live their best lives. We are committed to continuing our work to help people live their best lives. We are committed to continuing our work to help people live their best lives.

2017 was the year we **100%** increased our financial stability. We are committed to continuing our work to help people live their best lives. We are committed to continuing our work to help people live their best lives. We are committed to continuing our work to help people live their best lives.

2018 we will continue to **100%** increase our financial stability. We are committed to continuing our work to help people live their best lives. We are committed to continuing our work to help people live their best lives. We are committed to continuing our work to help people live their best lives.

2019 we will continue to **100%** increase our financial stability. We are committed to continuing our work to help people live their best lives. We are committed to continuing our work to help people live their best lives. We are committed to continuing our work to help people live their best lives.

FINANCIAL STABILITY

25% OF TAIU FUNDING IS INVESTED IN FINANCIAL STABILITY

Financial stability is a key to a better life. That's why Tulsa Area United Way supports a variety of programs that help people achieve financial stability. Through financial counseling, budgeting, and savings, we help people live their best lives.

300 individuals received financial counseling through the **Financial Stability** program.

100% of individuals who received financial counseling through the **Financial Stability** program improved their financial stability.

293 individuals received financial counseling through the **Financial Stability** program.

3,000 individuals received financial counseling through the **Financial Stability** program.

1,000 individuals received financial counseling through the **Financial Stability** program.

BECAUSE OF YOU Will realized his dream and has broken a generational cycle of financial hardship. www.tulsa-uw.org/will

WELCOME

BECAUSE OF YOU Linda works at a job she loves and is contributing to her community. www.tulsa-uw.org/linda

BECAUSE OF YOU Rose took control of her health and this is a community and support system. www.tulsa-uw.org/rose

BECAUSE OF YOU Maddy Overcame physical challenges and discovered her athletic abilities. www.tulsa-uw.org/maddy

BECAUSE OF YOU Will realized his dream and has broken a generational cycle of financial hardship. www.tulsa-uw.org/will

TO YOU IT'S JUST \$25 A PAYCHECK BUT FOR SOME IT'S...

BACKPACKS WITH FOOD AND SCHOOL SUPPLIES

A YEAR OF PARENTING CLASSES

50 DAYS OF PRESCRIPTIONS

A COURT FOR ONE CHILD

2 SETS OF UNIFORMS

A YEAR OF FITNESS AND TEAM SPORTS

BECAUSE OF YOU Maddy Overcame physical challenges and discovered her athletic abilities. www.tulsa-uw.org/maddy

TO YOU IT'S JUST \$5 A PAYCHECK BUT FOR SOME IT'S...

SCHOLARSHIPS

A WEEK OF FREE FOOD AND GROCERIES

12-WEEK SIGN LANGUAGE CLASS

BECAUSE OF YOU Linda works at a job she loves and is contributing to her community. www.tulsa-uw.org/linda

Because of You

The Tulsa Area United Way's "Because of You" campaign reminds the community of the importance of their gift to the United Way, and to encourages them to give again during the current campaign. Local "ambassadors" - clients helped by one of the United Way's 59 Partner Agencies - were recruited to tell their stories of how their lives were improved by United Way giving.

Over the course of the brand's use, it helped raise nearly \$200 million. This helped make the Tulsa Area United Way one of the most successful United Way affiliates in the country.

AWARDS

Addy
American Advertising Awards

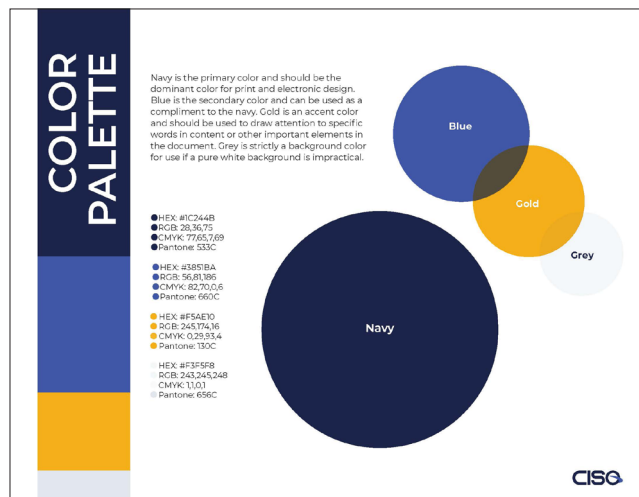
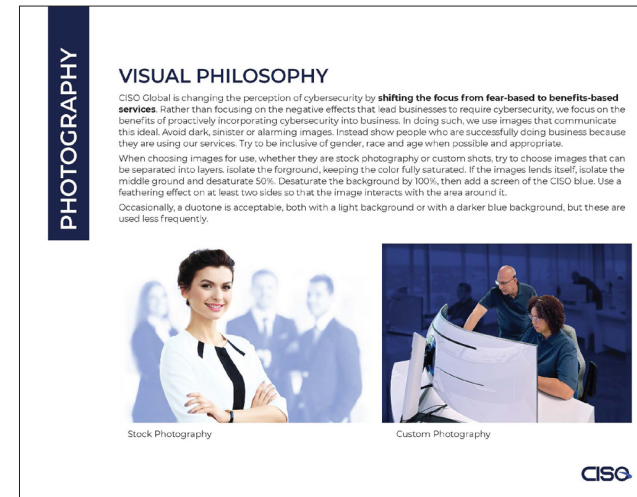
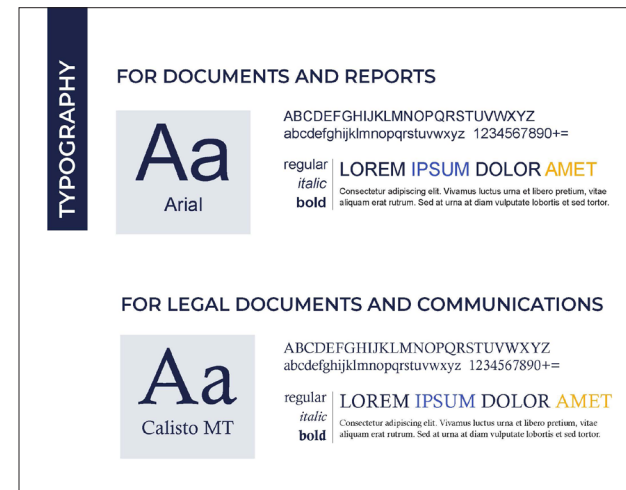
Graphex
Art Director's Club of Tulsa

Silver Link
Public Relations Society of America,
Tulsa Chapter



CISO Global Brand Guidelines

The CISO Global rebrand was off to a rocky start when I began my tenure as Creative Director. I made some graphic and structural changes to the new logo improving its readability and use. Working with my team of creatives in the marketing department, we put together CISO's brand and identity guidelines for colors, fonts, photography and logo usage.





EVENT PROMOTION

"Don't wait for extraordinary opportunities. Seize common occasions and make them great."

– Orison Swett Marden

A Killer Event

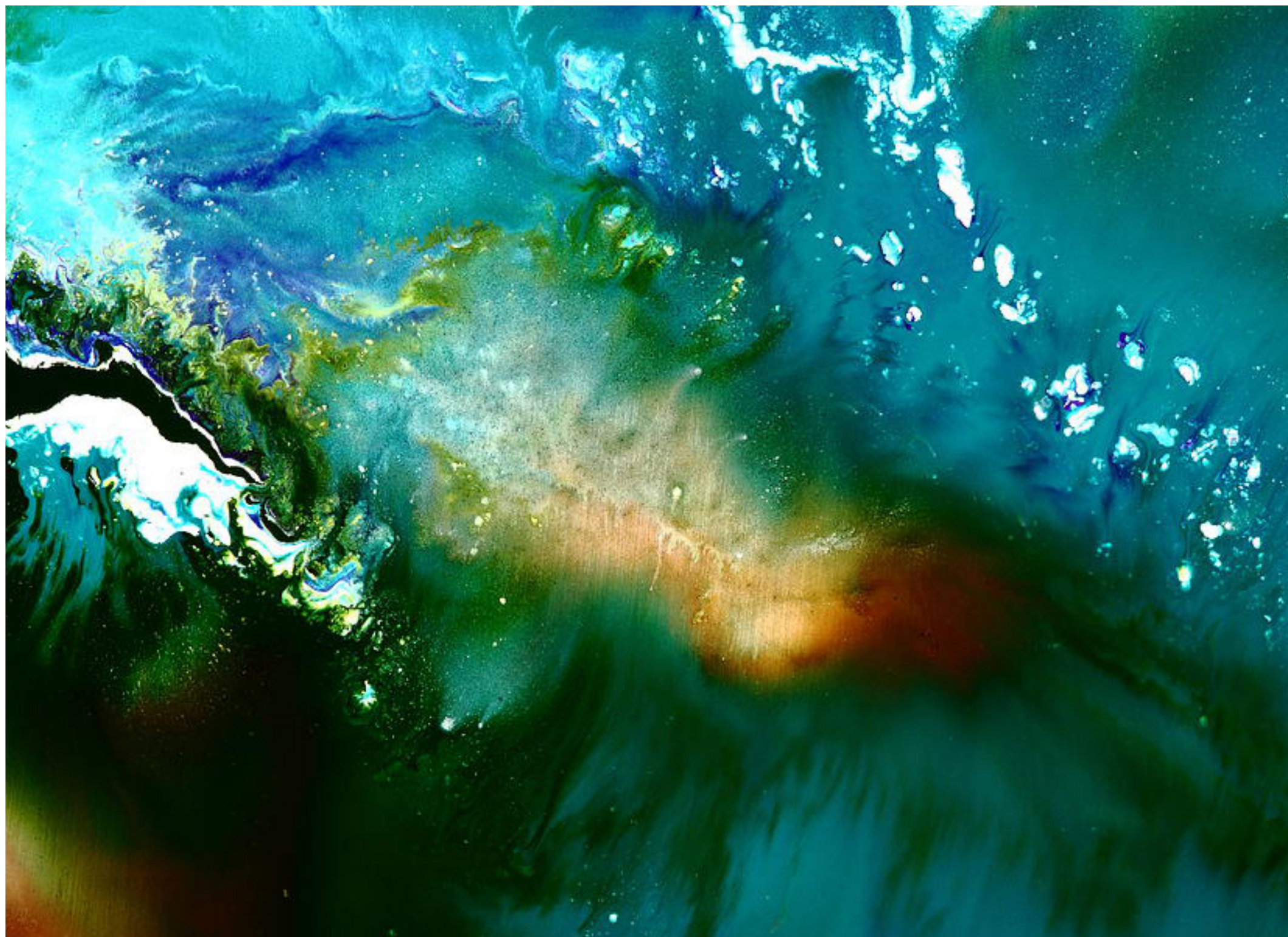
Promoting and marketing events is a balancing act between highlighting the location's local flavor without overshadowing the event's content. The "Killer Event" branding for an event in Orlando, FL was an award-winning solution resulting in record attendance.



AWARDS
American In House
Design Award
Graphic Design USA

Other successful event
promotion campaigns.



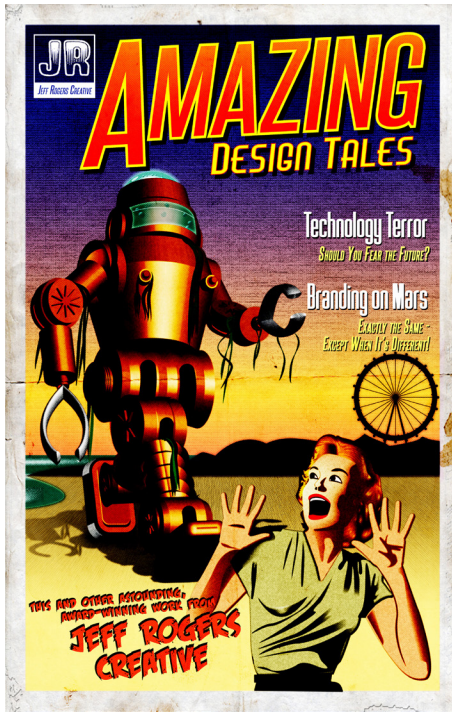




ILLUSTRATION

"The secret of communication is how you generate attentiveness in others. You can do it certainly the first time somebody hears something. If it's only partially understandable you can take it to the next step of being fully understandable. But if there's no understanding of something, it's incomprehensible. That's why you need cliches. You need things that form the basis of your future understanding. You have to know how to use a cliché and modify it so it retains its interest."

– Milton Glaser



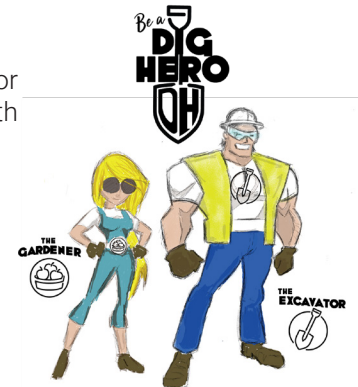
Promotional Posters

A series of "pulp culture" illustrated posters I created to promote my freelance work as Jeff Rogers Creative.

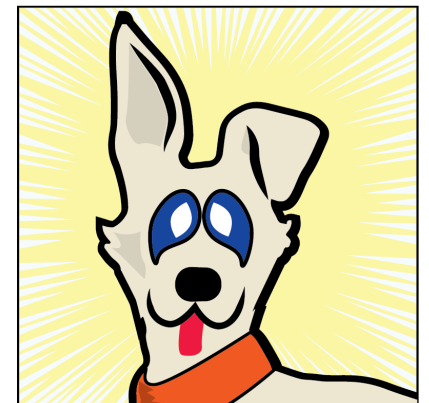
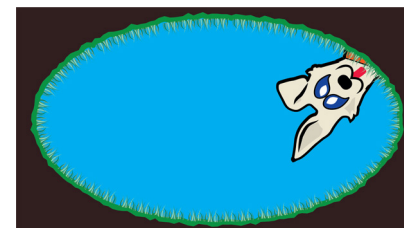
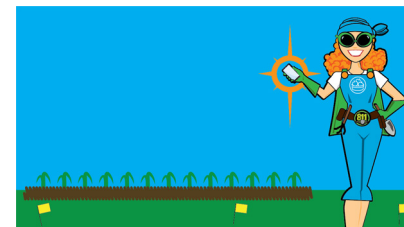


Dig Heroes

The Dig Heroes were illustrations I created for ONE Gas, Inc. to promote Safe Digging Month and safe digging practices year-round.



Original Dig Heroes comp sketch.



Rebuilding America Poster

A poster I designed for the Obama for America "Art Works" competition. Awarded first prize, it sold out its run in the OFA online campaign store.

AWARDS

Addy

American Advertising Awards

Graphex

Art Director's Club of Tulsa

Annual Illustration Exhibition

Communication Arts

Hand-Drawn Illustration Awards

PRINT Magazine

Digital Print Cover Competition

Graphic Design USA



EVENT EVENT EVENT PRODUCTION

EVENT PRODUCTION

"Creativity is more than just being different. Making the simple, awesomely simple, that's creativity."

– Charles Mingus



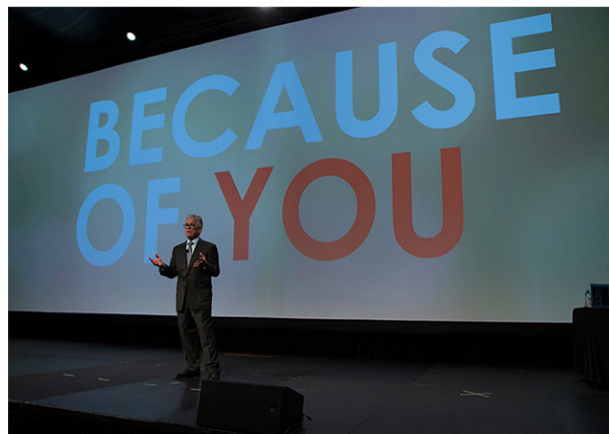
TULSA AREA UNITED WAY BECAUSE OF YOU

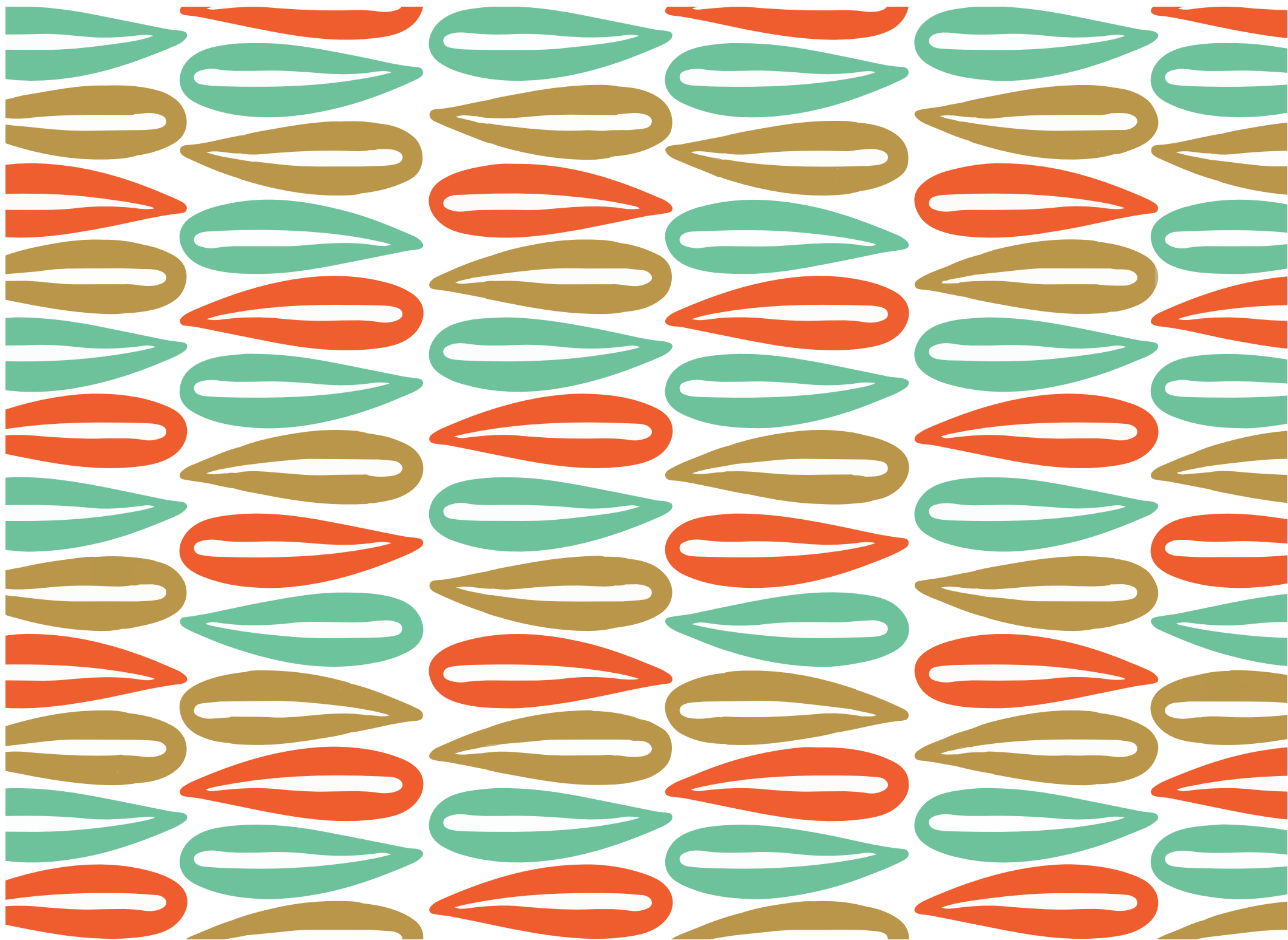
2018 LIVE UNITED AWARDS LUNCHEON



EVENT PRODUCTION

As Creative Director, I was involved in every aspect of the United Way events, large and small. I coordinated with venue staff and audiovisual companies months ahead of time, conducted rehearsals, and ran live shows including calling camera directions, light and sound cues and stage instructions.





PUBLICATIONS

PUBLICATIONS

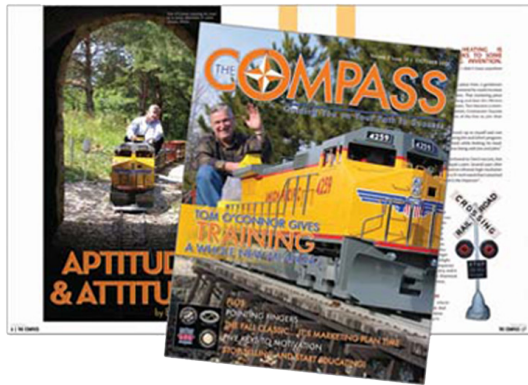
"The mistake is viewing design as something you do at the end of the process to 'tidy up' the mess, as opposed to understanding it's a 'day one' issue and part of everything.

– Tom Peterson

The Compass

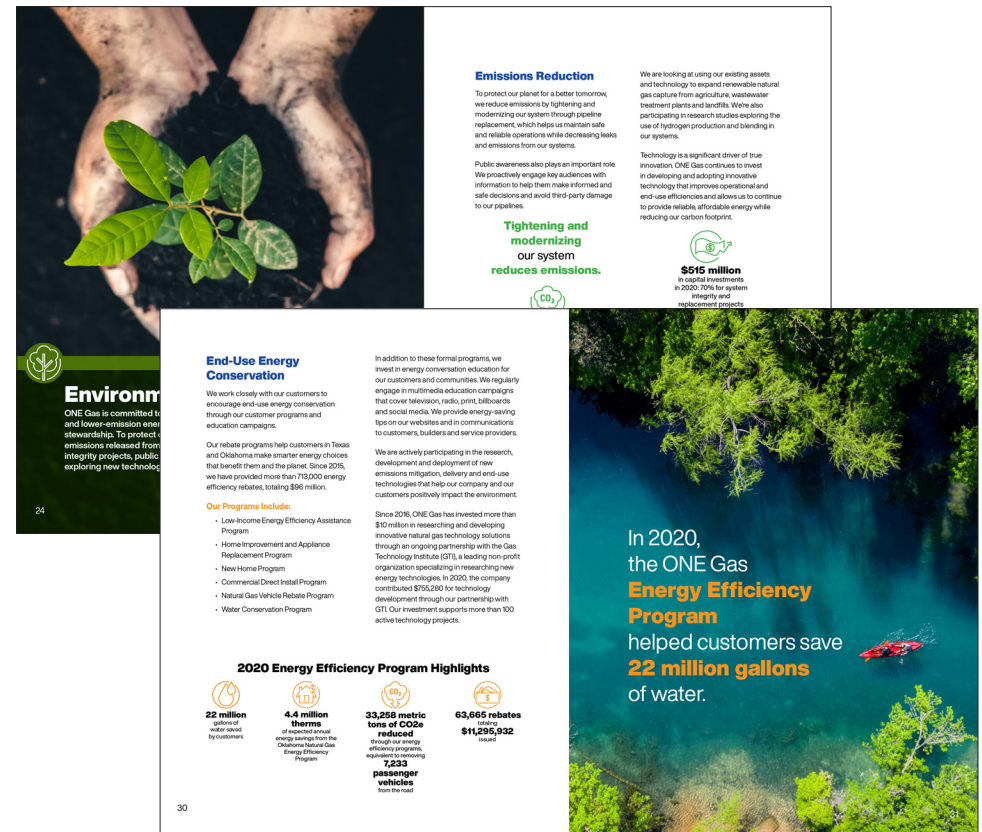
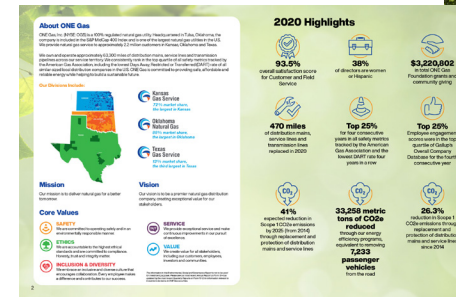
The Compass was originally four smaller publications that served each market area for Success Group International. Those markets were in-home service professionals, including independent contractors in the plumbing, roofing, electrical and HVAC fields. Working with a staff of only 5, we combined those into one large monthly membership publication.

The result: An award-winning monthly magazine distributed to over 1,000 members.



ONE Gas ESG Report

Select pages from the ONE Gas ESG report I designed. The company's first-ever ESG report produced entirely in-house.



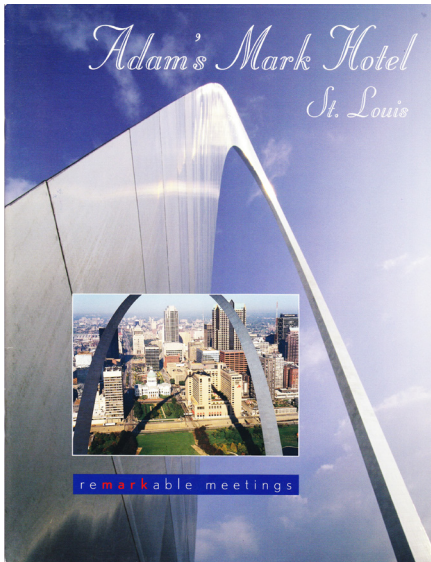
SalesCollateral



SALES COLLATERAL

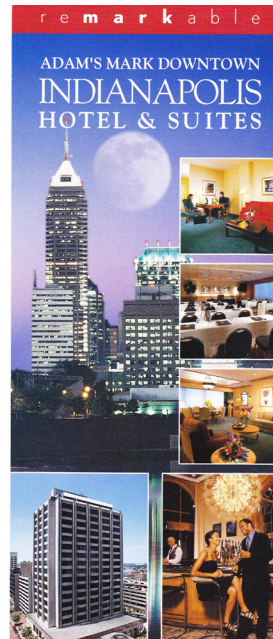
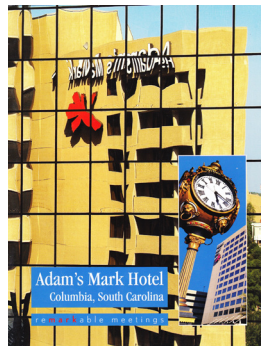
"If people like you, they'll listen to you, but if they trust you, they'll do business with you."

– Zig Ziglar



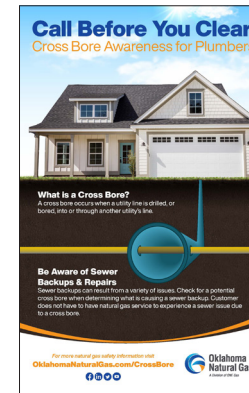
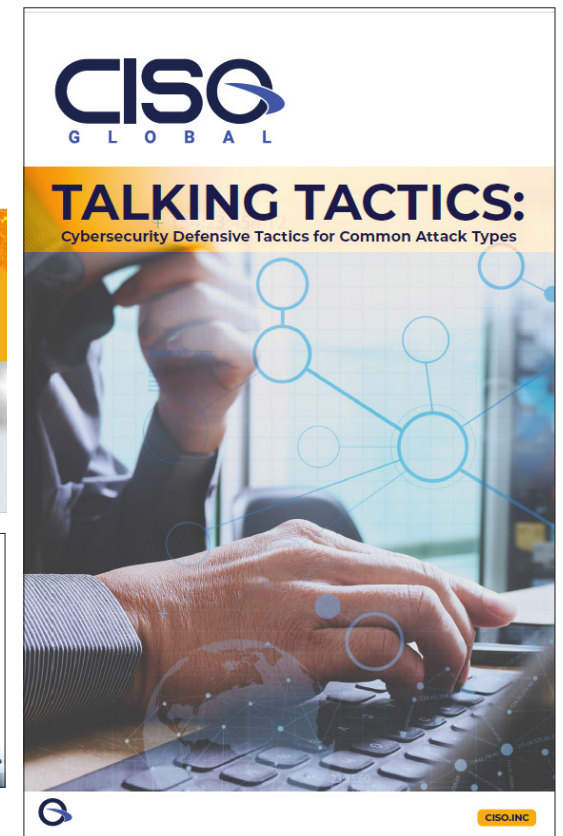
Adam's Mark Hotels & Resorts

In the late 1990's and early 2000's, the Adam's Mark Hotels and Resorts was the largest, privately held hotel chain in the country. Working with local photographers and models, we put together high-end marketing materials that reflected the hotel chain's commitment to great guest experiences.



CISO Global

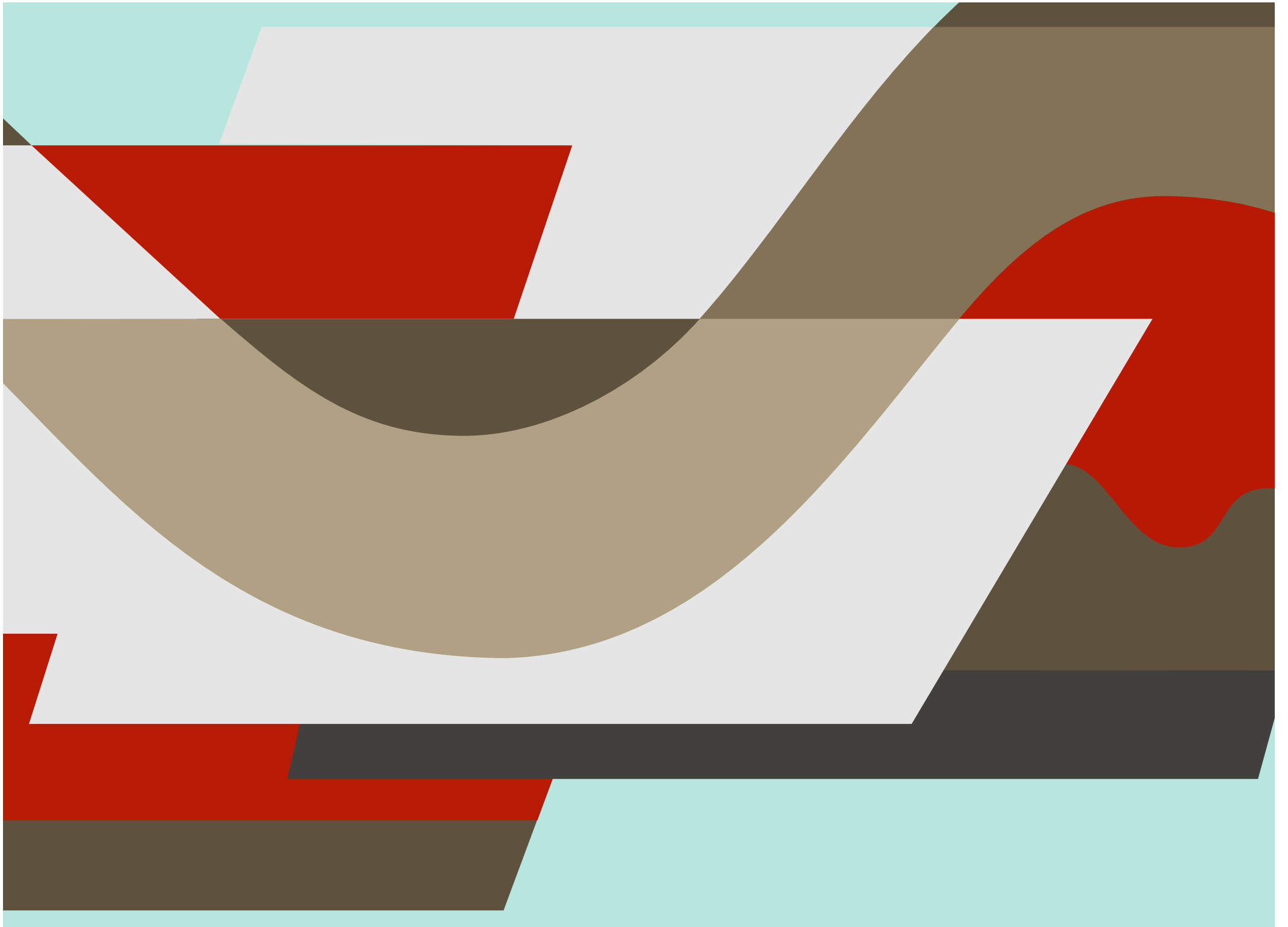
My team and I redesigned or developed dozens of collateral pieces for the sales team.



ONE Gas

Public Safety, commercial sales and customer service were some of our internal clients for collateral at ONE Gas.







DIGITAL MARKETING

“Today it's not about ‘get the traffic,’ it's about ‘get the targeted and relevant traffic.’”

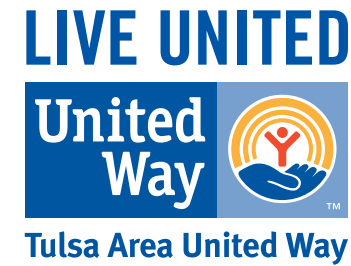
– Adam Audette



LOGOS

"If I had a dollar for every time someone asked, "What do you think about this logo?" I'd be rich."

– Amber Hurdle



United Way

I was tasked to create a system of logos for various affinity groups and membership organizations within the Tulsa Area United Way organizational structure. Trying not to stray too far from Saul Bass' iconic original, I developed a system that used the same color and form language. These allowed the internal groups to be recognizable as affiliated with the United Way, but gave them their own identity.







ADVERTISING

"There is a great deal of advertising that is much better than the product. When that happens, all that the good advertising will do is put you out of business faster."

– Jerry Della Femina

ADVERTISING



FAILURES

"To swear off making mistakes is very easy. All you have to do is to swear off having ideas."

– Leo Burnett

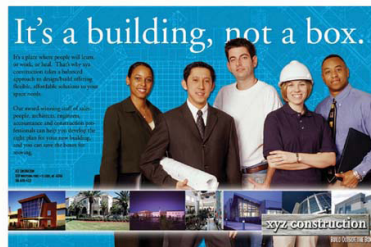


TOO EXPENSIVE



TOO GENERIC

TOO HIGH-CONCEPT



AT LEAST THE CLIENT WAS HAPPY





JR

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