



JEFF ROGERS

BRANDING • MARKETING • DESIGN • PROMOTION

Contact:

3908 S. Darlington Ave.

Phone: (1) 918.810.9049

contactjeffrogers@gmail.com

JeffRogersCreative.com

PROFILE

An award-winning graphic communication professional with experience in branding and strategy; design and promotion; and marketing communications.

SKILLS

Hard Skills:

Brand Development
Advertising
Graphic Design
Creative Strategy
Marketing
Corporate Identity

Techniques:

Team Leadership
Creative Strategy
Video Production and Editing
Photography
Pre-press/printing
Media Planning

Tools and Software:

Adobe Creative Cloud
MS Office
Keynote
Asana
Hubspot
Trello

AWARDS

- Winner - ArtWorks Poster Design Campaign, Obama For America
- Gold ADDY - American Advertising Awards, OKC Chapter
- Bronze ADDY - American Advertising Awards, Tenth District
- Award of Excellence - *Communication Arts Illustration Exhibition*
- Top 25 Illustration of the Year - *PRINT magazine*
- Gold Award - Art Director's Club of Tulsa
- American Inhouse Design Award - *Graphic Design U.S.A.*
- Silver Link Award - Public Relations Society of America, Tulsa Chapter

EXPERIENCE

2022-2023

Creative Director

CISO GLOBAL
Tulsa, OK

RESPONSIBILITIES:

Led a team of marketing professionals in executing go-to-market branding strategies for SaaS offerings for managed cybersecurity and compliance startup. Developed and executed multi-channel design strategies for personas at all levels of the marketing funnel.

HIGHLIGHTS INCLUDE:

- Refined existing logo and established brand guidelines.
- Established regular digital marketing cadence for social media, blogs, marketing emails and digital advertising, resulting in a 258% increase in online followers.
- Directed the redevelopment of organizational website, including look and feel, organization, and hierarchy.
- Produced marketing videos of subject matter experts which included development, scheduling, interviewing, filming, editing and final production.

2022

Manager of Creative Services

FAMILY & CHILDREN'S SERVICES
Tulsa, OK

RESPONSIBILITIES:

Creative manager and designer for Tulsa's largest nonprofit. Responsible for overseeing the development of ideas and elements that support the agency's marketing, communication and public relations goals.

HIGHLIGHTS INCLUDE:

- Designed the organization's annual report within weeks of employment.
- Developed and produced the agency's 100-year anniversary book.
- Assumed control of the internal request system, eliminating backlog and reduced wait time from 6 months to 1 week.

2018 - 2022

Design Consultant

ONE GAS, INC.
Tulsa, OK

RESPONSIBILITIES:

Senior design and branding for one of the country's largest natural gas distributors. Produced shareholder communications, customer-facing graphics, social media and other digital communication in three states.

HIGHLIGHTS INCLUDE:

- Designed the organization's first in-house Annual Report and streamlined the printing process resulting in \$70,000 in savings annually.
- Updated and refreshed brand standards including standardizing fonts, graphic elements, photography and logo architecture.
- Developed and designed award-winning Core Values leadership materials.



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EDUCATION

B.S. Communication Management
Missouri State University, Springfield, MO

Inbound Marketing Certification
Hubspot Academy

REFERENCES

Becky J. Frank

Partner and Chair,
Schnake Turnbo Frank - Tulsa, OK
918-430-3000
becky@schnake.com

Brent Ortolani

Executive Director,
Circle Cinema - Tulsa, OK
918-695-7078
brentortolani@gmail

Mark Graham

President and CEO, retired,
Tulsa Area United Way - Tulsa, OK
918-809-0119
markgraham@sbcglobal.net

Colleen Stiles

Creative Manager
CISO Global
817-899-6270
colleen@stilesdesignstudio.com

Amanda Murphy

Communication Manager,
ONE Gas, Inc. - Tulsa, OK
918-406-5570
amandamurphyAPR@gmail.com

EXPERIENCE

2010 - 2018

Creative Director

TULSA AREA
UNITED WAY
Tulsa, OK

RESPONSIBILITIES:

Creative direction and branding for Tulsa's premier nonprofit organizations and one of the nation's most successful United Way affiliates.

HIGHLIGHTS INCLUDE:

- Developed and executed award-winning branding strategy – contributing to record-setting fundraising; nearly \$200 million during my tenure.
- Promoted, produced, and directed live events of up to 1,200 attendees.
- Created and executed large-format and OOH advertising.
- Art direction and management of still and video photography shoots.

2005-2008

Art Director

SUCCESS GROUP
INTERNATIONAL/
CERTAIN PATH
St. Louis, MO - Addison, TX

RESPONSIBILITIES:

Art direction and graphic design for the largest, member-owned best practices organization in the independent contractor/home services industry.

HIGHLIGHTS INCLUDE:

- Designed, directed and wrote for The Compass, an award-winning monthly magazine distributed to over 1,500 members.
- Planned, designed and executed large-format trade show graphics on various substrates.
- Developed logos and branding for some of the nation's highest revenue independent contractors.
- Planned, designed and executed award-winning event promotion material for sold out events.

2002-2005

Advertising and Promotions Manager

ADAM'S MARK HOTELS
St. Louis, MO

RESPONSIBILITIES

Advertising and promotions manager for the nation's largest privately-held hotel chain at that time.

HIGHLIGHTS INCLUDE:

- Managed advertising for the Midwest region hotels in Chicago, Indianapolis, St. Louis, Kansas City and Tulsa.
- Created award-winning travel advertisements appearing in USA Today and national travel publication.
- Produced a "Report to the Community" detailing the chain's philanthropic and diversity and inclusion efforts.