

CHRISTOPHER ODDO

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EXPERIENCE

MOODY'S (2020 - PRESENT) BRANDING - PRODUCTION ARTIST

Produces graphics for use across digital deliverables, including ads, email, websites, internal documents and social media. Prepares print/press-ready files based on supplied specifications from external vendors and/or in-house print facilities. Collaborates closely with the creative team and global business partners. Outputs various formats of artwork as needed, ensuring production-readiness and resolving any artwork issues that arise in process, while communicating directly with business partners on project requirements and timing. Archives and organizes work according to internal file structure and project-tracking database.

CHRISTIE'S NY (2019 - 2 MONTHS) FREELANCE PRODUCTION LAYOUT ARTIST

Produced and arranged five published books as well as gallery cards for the auction of fine arts, luxury goods and iconic estates. Managed the overall development of the books and conducted department reviews for clients. Coordinated with the art specialists, directing the image editors towards finalized photography. Performed content proofing and prepped design files in our content management system. My first book helped produced a sale resulting in an excess of \$1,000,000.

METRO VEIN CENTERS (2018/2019 - 1 YEAR) CREATIVE DESIGNER | IT MANAGER

Worked with marketing director and executives to re-brand all print collateral with new logo and consistent visual identity. Aided production company with photo editing for commercials. Communicated and worked with web developers for Wordpress management, updates, and site creation. Implemented management systems for corporate phone systems. Assisted with social media, email blast creation, and vendor management. Helped sales team with all print materials for both direct sales and events. Assisted marketing and management of 15 medical centers in total.

BOHLSSEN RESTAURANT GROUP (2018 - 3 MONTHS) FREELANCE GRAPHIC DESIGNER

Worked with 9 differently branded high-end restaurant brands at once. Collaborated with Marketing Director to develop concepts and graphics for print advertising, email design, digital advertising, social media, and restaurant collateral such as menus and Wordpress management.

VEHICLE TRACKING SOLUTIONS (2018 - 9 MONTHS) DIGITAL DESIGNER

Developed brand identity for VTS through new website design, case studies, banner ads, marketing collateral. Collaborated in development of company's new application. Designed landing pages and mock-ups for mobile app..

EVIL GENIUS GROUP NYC (2016 - 4 MONTHS) GRAPHIC DESIGN INTERN

Developed brand for Hunt & Fish Club by conceptualizing social media campaigns. Assisted photographer in photo shoots and edit files. Designed marketing collateral such as: sell sheets, brochures, and direct mail.

DIGIMARCON (2015 - 3 MONTHS) GRAPHIC DESIGN INTERN

Collaborated with Marketing Director to develop concept for trade show and networking cruise. Executed trade-show designs ready for print production along with all marketing materials for event.

EDUCATION

SUNY Buffalo (2011-2014)
CUNY Queens (2014-2017)
B.S. in Graphic Design
Dean's List & Cum Laude
(Honors in Graphic Design)

PROFICIENCY

INDESIGN 
PHOTOSHOP 
ILLUSTRATOR 
HTML/CSS 

EXPERTISE

- WORDPRESS, SQ.SPACE & WIX
- WEB ADMINISTRATION
- GOOGLE EMAIL SUITE
- GOOGLE ANALYTICS
- GOOGLE ADWORDS
- PRESENTATIONS
- LANDING PAGES
- EDITORIAL & CATALOGS
- EXECUTIVE ASSISTANCE
- CONTENT MANAGEMENT
- LOGOS & BRANDING
- EMAIL MARKETING
- SOCIAL MEDIA
- BANNER ADS
- SELL SHEETS & SALES KITS
- PRE-PRESS PRODUCTION
- PHOTO RETOUCHING
- APP DEVELOPMENT
- STYLE GUIDES
- PRESS DECKS
- SALESFORCE