



p: 484 213 3187

e: tonyhodom@yahoo.com

w: tonyhodom.com

***Skills:***

Graphic Design, Traditional and Digital Illustration, Painting, Drawing, Sculpture, Model Building  
Photography, Art Direction, Art Production, Photo Digital Retouching and Compositing

***Platforms:***

Mac, PC

***Applications:***

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Adobe Flash, QuarkXPress,  
Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Outlook, Sketch, WordPress

## **JOB OBJECTIVE**

To provide creative work and effectiveness to the business of promoting and selling products or services, including marketing, advertising, and branding.

## **EXPERIENCE**

**Tony Odom Art & Design**, Norristown, PA 03/2017-Present

**Freelance Graphic Designer, Illustrator, and Artist**

**Timberlane, Inc.**, Montgomeryville, PA 03/2014-03/2017

**Full-time Art Director / Graphic Designer**

Worked closely with marketing and management as a creative lead to brainstorm, concept, present, design, and generate preproduction collateral materials (web, catalog, and advertising created with Adobe Creative Suite) for product promotion, internal company promotion, and branding. Resulting in increased consumer recognition and increased sales for the company.

**3601 Creative Group**, Philadelphia, PA 09/2013-11/2013

**Freelance Graphic Designer**

Worked for Comcast-Spectacor creative team as a designer to generate preproduction materials (print and digital work created with Adobe Creative Suite) for the sports and entertainment industry. Resulting in increased brand awareness and event sales with an entertainment experience for the customer.

**The Million Group**, Wilmington, DE 07/2013-12/2013

**Freelance Graphic Designer**

I worked for a creative team to generate preproduction materials (web and catalog content created with Adobe Creative Suite). The results were a brand refresh, awareness, and increased product sales.

**Loré! Marketing Group, Inc.**, King of Prussia, PA 03/1989-08/2012

**Full-time Art Director / Graphic Designer / Illustrator**

Designed advertising and marketing messages (print and digital collateral created with Adobe Creative Suite) for the retail and healthcare industries. Directed design and preproduction teams. Resulting in brand awareness and increased sales for the client.

## **EDUCATIONAL BACKGROUND**

**The University of the Arts** (Philadelphia College of Art), Philadelphia, PA 1980-1984

**Illustration Major**

**Pennsylvania Academy of the Fine Arts**, Philadelphia, PA 1978-1980

**Saturday Studio Art Classes**