

CJ HARDY

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MULTIDISCIPLINARY DESIGNER
PHOTOGRAPHER | VIDEOGRAPHER

With more than a decade of experience in corporate, consulting, and agency environments, I have proven value at every stop by raising the profile of any department I've joined. Over my career, I have exhibited the ability to thrive as a "department of one" and as a member of a culture-changing team of experts for a multi-national corporation. My broad and ever-growing skillset will increase visibility, inflate the external perception of your marketing team, and introduce new channels for business growth. In addition, my design chops and creative experience will mitigate costs by bringing most projects in-house.

PROFESSIONAL EXPERIENCE

Coleman Research, Raleigh, NC/Remote

Multidisciplinary Designer

March 2022 -

Joined a growing marketing team as primary designer, front-end web developer and digital/print content creator. Built marketing function into an internal powerhouse.

Graphic Design

- Brought all previous design outsourcing in-house, mitigating \$100K in third-party work.
- Created a series of motion graphics and GIFs that function as video trailers, social media elements, and sales enablement ads.
- Developed motion graphic ads that converted at a 7x higher rate than previous digital ads.
- Built and updated sales decks and proposals for sales team of more than 300 employees worldwide.

UX Design

- Built and optimized 10+ new web pages for the Coleman website including 3 main site pages.

Photo/Video

- Produced a series of multi-camera videos for recruiting and internal use, and controlled the entire process from camera setup to post-production.
- Produced/shot/broadcasted internal livestream townhall with CEO.
- Provided professional headshots to the entire Leadership team and Client Management team
- Also added 1000+ photos and videos to the content repository for social media and sales use.

Project Management

- Built out and integrated my team into Monday.com project management platform.

Solutions for Growth, New York, NY/Remote

Creative Projects Manager

March 2018 - December 2020

Joined SFG as the sole member of the design and digital marketing function for agency that was previously email marketing only. Under the direction of CEO, I developed the design and digital marketing side of the business to account for 40% of total revenues over 3 years. My role was all encompassing, providing design, managing vendors and contractors, and communicating with client load of more than 80-100 clients per year.

Leadership

- Led all creative projects including Wordpress site builds, rebrands, creative strategy

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SKILLS

Expertise

Marketing Strategy
Creative Leadership
Project Management
Sales Enablement
Print Layout
Digital Layout
Animated Ads/Banners
HTML5
Web Design
Photography

- Lifestyle
- Corporate
- Product

Video/Audio

- Promo
- Interview
- Shorts
- Live Streaming
- Podcasting
- Audio/Video Editing

Branding

Infographics/Whitepapers

Design Software

Adobe Suite

- Illustrator
- Photoshop
- InDesign
- Animate
- Lightroom
- Premiere
- After Effects
- xD
- Acrobat

Open-Source

- GIMP
- Darktable
- Inkscape
- Canva
- Figma

Web Skills

Front-End Web

UX Design

HTML/CSS

Wordpress

sessions, product research, marketing channel development and maintenance.

- Developed close working relationships with dozens of clients, providing account security for the business and a fluid, creative space for idea development and execution.

Graphic Design

- Supported team of email marketers with creative assets for inclusion in their work.
- Designed, with full consult, hundreds of digital and print marketing pieces for small businesses across the US.

- Mailers
- Brochures
- Infographics/Whitepapers
- Presentations
- Social Media Content
- Sales Enablement Content
- Menus
- Billboards

UX Design

- Redesigned SFG website from scratch on Wordpress - used best practices to increase web traffic, conversions, and user-friendliness.

Copywriting

- Ghostwrote multiple marketing articles for SFG website and other major blogs such as Constant Contact.

Two Step Digital Marketing, Nationwide/Remote Multidisciplinary Designer

January 2016 - Present

Developed a consultancy solely on a basis of referral business. Through thoughtful and targeted branding, engaging social media posts, and many peripheral services, I expanded my business to serve a hefty client-base in a short period of time.

Leadership

- My role as Marketing Lead for the World Famous Zydeco Breakfast brought organic attention from the likes of CNN, MSNBC, The New York Times, and a number of regional news outlets.

Graphic Design

- Provided digital marketing, integrated marketing and even guerilla tactics for smaller budgets with marked success.
- Branded more than 30 small businesses with full logo/color palette and design consultations.

UX Design

- Built and supported websites of more than 20 small businesses.

Photo/Video

- Developed promotional videos and photography featured on web and dozens of national and local news platforms.

- Elementor
- Beaver Builder
- WPBakery
- Visual Composer

Squarespace

Wix

X-Editor

Monday.com Expert Builder

EDUCATION

Univ. of Louisiana, Lafayette,
LA

Masters of Business
Administration

2013

Univ. of Louisiana, Lafayette,
LA

Bachelors of Science

2009

Previous Accomplishments

2009 - 2016

- Completed my first rebrand at 24, as the Athletic Director of a private school. School brand remains, to this day, a recognizable one and a source of continuing revenue for the department through branded merchandise.
- Served as Marketing Director for Don's Specialty Meats - a nationwide vendor of Cajun products.
- Worked as PA on multiple video sets including for local news magazines and Travel Channel spotlights.
- Served as Marketing Director for multi-national oil & gas company - serving in a primarily sales enablement role for outside sales people across the world and lead designer/purchaser for global trade shows.
- Created successful apparel line in New Orleans for NOLA Til Ya Die - served as Associate Creative Director for 2 years at height of business. My tenure brought in a younger clientele for the brand that had been treading water. At our peak, we shot national promos, rebuilt the brand into a more nationally focused "Til Ya Die" and participated in Vans Warped Tour 2017 as a featured vendor.

PROFESSIONAL REFERENCES

Brad Mehl	Chief Marketing Officer	bradmehl@gmail.com 917 373 7451
Madison Ervin	Marketing Manager/Engineer	madisontiffanyervin@gmail.com 858 353 7167
Rachelle Rowe	Content Manager/Copywriter	rrowe16@gmail.com 319 651 7663
David Fischer	Owner, CEO	david.fischer@solutionsforgrowthllc.com 914 980 0521
Aaron Tipping	Talent Acquisition Manager	atipping@colemanrg.com 814 573 1078

PROFESSIONAL RECOMMENDATIONS

"Corey is a super talented, creative professional who helped us up our game in marketing in a major way. He has out of the box ideas, executes extremely well and is a total pleasure to work with. He is a fantastic team player who added tons to our department and company, not just with his many skills but also his wonderful attitude and flexibility. From design to videos to project management and way beyond, Corey has a unusually broad set of skills that's hard to find. He's like an all in one marketing agency who works great with others, with really strong results."

Brad Mehl, Chief Marketing Officer

"Corey was instrumental in helping us improve our online presence based on a new and fresh approach to design. Using our current design as a starting point, and our feedback related to desired outcomes, Corey revamped our online and offline marketing material to provide a cleaner, more direct, and effective way to transmit our message to the market. Corey is a good listener who translates business goals into marketing pieces that range from standing out from the crowd (out of the box) to design that fits perfectly well within a client's more moderate design goals (within the box). Corey is the right person to support and guide your design needs!"

David Fischer, CEO - Solutions for Growth

"I was introduced to Corey through my publicist. We were in the process of re-branding my business & he definitely over delivered. Just by the changes he made; I landed a business opportunity with Walmart within a year. He's my go-to graphic designer & I refer all of my colleagues to him. He's professional, punctual, and understands the vision. I couldn't have met a better guy!!!"

Darri Robert, Barber & Celebrity Stylist

"Corey was an integral part of our Marketing/HR collaboration as we underwent a complete redesign and rework of our recruiting materials. He provided multiple design options and adapted well to changing needs and feedback. The content produced has been instrumental in highlighting the company's mission, culture, and shared values for potential candidates in the U.S. and abroad. Additionally, we have already seen an increase in our 2023 new and recent graduate candidate interest.

Corey leads content creation with a masterful eye on the target audience while balancing the expectations of the client."

Aaron Tipping, Talent Acquisition Manager - Coleman Research

"It's been a pleasure working with Corey, he is extremely technologically competent and brings great design versatility (web, graphics, html5, video, etc.) to projects of all sizes. His speed and efficiency, along with his great collaboration skills, make Corey a key contributor to the marketing team. Corey is an extraordinary self-starter with strong attention to detail and a drive to improve the current norm."

Madison Ervin, Full-Stack Marketing Expert - Coleman Research