

JESSICA KOFFMAN. CREATIVE DIRECTOR.

EMAIL

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PHONE

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PORTFOLIO

jessicakoffman.com

SELECT CLIENTS

B2B

AccessLex
Produce Marketing
Association
Sagent Lending
Technologies

CONSUMER

Case Logic
Conair
CubeSmart
P&G
Endless Pools
Westinghouse
Nutrisystem

.EDU

Davidson College
Lake Forest GSM

ENERGY

AmeriGas
Chevron

FOOD + BEV

Baskin Robbins
Brown-Forman
Coca-Cola
Dunkin' Donuts
Ghirardelli
Giant Eagle
Lavazza
McDonald's

FINANCIAL

Best Egg
SEI Investments
TIAA
Warburg Pincus

MATERIALS

Armstrong
Gore
FXI

HEALTH/SCIENCE

Aetna
Axia Women's Health
Elwyn
Millipore
Main Line Health
SAb Biotherapeutics
Thomas Jefferson
University Hospitals
The Wistar Institute

NON-PROFIT

Big Bro. Big Sisters.
Ben Franklin Tech
Partners
breastcancer.org
Hopeworks
Women in Transition

RETAIL

AC Moore
Build-A-Bear
Workshop
CVS Health
Dansko
Five Below
TrueValue

SPORTS

Bell Sports
Philadelphia Flyers
Voit

TECH

Comcast
Microsoft

VETERINARY

American Heartworm
Society
Healthy Pet
PetSmart
PetCoach

Creative director, strategic storyteller, designer by origin. Jessica has led breakthrough, brand-defining work for a full alphabet of companies from Aetna to Westinghouse. She's still in the market for a Z- client. Zappos? Zillow? Zoom? She's ready. Known for contributing big ideas at big moments, Jessica is a vibrant and visionary creative with a free-thinking design approach that transcends formulas and universal styles to focus on the client's true needs.

2015-now CREATIVE DIRECTOR.

FINCH BRANDS | PHILADELPHIA PA

Leading a core creative team. One foot in strategy. The other planted firmly in design—while both arms write copy. Clear concepts. Design that's responsive to insights as well as screen ratio. Strategic thought leadership in collaboration with colleagues and clients.

2007-15 INDEPENDENT DESIGN CONSULTANT.

KOFFMAN CREATIVE | PHILADELPHIA PA

Built public and private label brands. Created award-winning logos. Launched product concepts. Shaped cause-driven messaging for non-profits. Wrote value props and strategy narratives for healthcare.

2011 CREATIVE DIRECTOR.

EXIT DESIGN | PHILADELPHIA PA

Directed all project creative teams and process. Designed wayfinding systems. Devised customer journey maps. Evolved sales outreach.

2007 DESIGN DIRECTOR.

STUDIOETC | EXTON PA

Created a client-centric system for sharing design research and defining creative objectives. Established project milestones and timing. Renamed and rebranded the company, formerly "STUDIOeec."

2006 SENIOR PRODUCT DESIGNER.

TARGET CORP. | MINNEAPOLIS MN

Created product concepts, patterns, surface design, and material direction for private label seasonal home décor and beauty products. Analyzed trend forecasting, color marketing, and customer insight reports to develop market-right product assortments.

2001 ASSOCIATE CREATIVE DIRECTOR.

ADRIENNE WEISS CORP. | CHICAGO, IL

Designed concepts and messaging for clients across business sectors. Executed high-value projects for Fortune 500 companies, including identity design, packaging, retail design, environmental graphics, advertising, marketing, logos, and naming.

Y2K JUNIOR ART DIRECTOR.

UPSHOT MARKETING | CHICAGO IL

Creative strategy. Targeted design execution. Production management.

'99 COLLEGE.

UNIVERSITY OF MISSOURI, JOURNALISM

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AWARDS

- 2022** **SILVER ADDY AWARD**
American Advertising Federation (AAF), Philadelphia Metro | Finch Brands | Category: Integrated Brand Identity Campaign - Local Or Regional/National | Client: Herthyme
- 2019** **GOLD ADDY AWARD**
American Advertising Federation (AAF), Philadelphia Metro | Finch Brands | Category: Sales & Marketing - Sales Promotion, Packaging, Campaign. Client: Valley Forge Tourism And Convention Board, VFTCB, Packaging, Crawlers/Growlers
- 2019** **SILVER ADDY AWARD**
American Advertising Federation (AAF), Philadelphia Metro | Finch Brands | Category: Elements of Advertising: Visual, Logo Design | Client: Workhorse Brewery
- 2018** **SILVER ADDY AWARD**
American Advertising Federation (AAF), Philadelphia Metro | Finch Brands | Category: Sales & Marketing, Direct Mail, 3D/Mixed, Single | Client: Valley Forge Tourism And Convention Board, VFTCB, Rock Paper Scissors Box
- 2017** **SILVER ADDY AWARD**
American Advertising Federation (AAF), Philadelphia Metro | Finch Brands | Category: Direct Mail-3D/Mixed | Client: Valley Forge Tourism and Convention Board, VFTCB, DNC Welcome Kit
- 2016** **SILVER ADDY AWARD**
American Advertising Federation (AAF), Philadelphia Metro | Finch Brands | Category: Logo Design | Client: Wallsome, Wallsome Logo
- 2015** **GOLD ADDY AWARD**
American Advertising Federation (AAF), Philadelphia Metro | Finch Brands | Category: Collateral Material-Brochure, Single Unit (Any Printing Method) for ThinkGeek, ThinkGeek Internal Brand Book
- 2012** **PRINT REGIONAL DESIGN ANNUAL, 2012 WINNER**
Logo design, Nest
- 2010** **GOLDEN FLAME AWARD, GOLD**
International Association Of Business Communicators, Atlanta | ABM Sets Sail Customer Event, BOMA 2010, Email Campaign
- 2010** **GOLDEN FLAME AWARD, SILVER**
International Association Of Business Communicators, Atlanta | ABM Sets Sail Customer Event, BOMA 2010, Invitation
- 2010** **PLATINUM MARCOM AWARD**
Association of Marketing and Communication Professionals (AMCP) | Marketing/Promotion, T-shirt, Set Sail with ABM
- 2010** **PLATINUM MARCOM AWARD**
Association of Marketing and Communication Professionals (AMCP) | Marketing/Promotion/Campaign/Special Event: ABM Set Sail Event
- 2010** **GOLD MARCOM AWARD**
Association of Marketing and Communication Professionals (AMCP) | Marketing/Promotion/Specialty Item: Set Sail with ABM Passport
- 2005** **RETAIL STORE & DESIGN LAYOUT AWARD**
Canadian Retail Conference | Q Convenience Stores
- 2005** **CITY (COSMETIC INNOVATOR OF THE YEAR) AWARDS**
Independent Cosmetics Manufacturers And Distributors, Inc
Category: Package Innovation Client: Colorlab Custom Cosmetics
- 2004** **RETAIL STORE OF THE YEAR DESIGN COMPETITION, 1ST PRIZE**
Category: Exterior - In-line Store, Client: friends 2Bmade