



# Cody Von Ruden

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## Experience

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### **2020-Present Volunteer Chief Marketing Officer and Graphic Designer**

EVODIA Fragrances

[Campaign Strategy, Design, Social Media]

- Conceived and delivered marketing campaigns meant to bring a high volumes of costumers to the company. These strategies resulted in high percentage gains as launched each individual campaign
- Design and implemented various branding material including logo with logotype, product packaging, and a web presence. These designs unified the products and created a clear vision for the brand.
- Started a social media presence and began integrating social interaction into the marketing campaign resulting in more people interacting with the brand and bringing them to the company.

### **2017-Present Creative: Costume and Graphic Design**

CVR Design

[Design, Creative Branding]

- Designed, shopped, altered, and built pieces for a production by collaborating with the director and design team that resulted in cost effective and appropriate costumes for the show
- Create branding materials and other graphics for clients by consulting with the client and working to create materials that speak to the function or mission of the brand. This resulted in an increase in productivity and sales.

### **2018-2019 Audience Services Manager**

Victory Gardens Theatre

[Management, Facilitation, Software Knowledge]

- Managed the staff of Audience Services Associates by creating schedules, assigning duties, and creating training programs that resulted in a high functioning team that provided top quality customer services every day.
- Facilitated the conversation with resident and rental theatres regarding show details, discounts, special events, and subscriptions by keeping an opening line of communication between each party during the process that resulted in a seamless transition into and out of the theatre space
- Built and managed shows, discounts, subscriptions, and daily accounting reports by using the CRM, Spektrix. This led to a high-quality experience every time a customer interacted with the company.

## Skills

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- Microsoft Office Suite [PowerPoint, Word, Excel, Outlook], Adobe Creative Suite [Acrobat Pro, Illustrator, InDesign, Photoshop, Premiere], G-Suite [Docs, Sheets, Drive, Gmail, Meet, Calendar, Slides]
- Management, Facilitation, Leadership and Training Development, Cross-Functional Communication, Graphic Design, Photography
- Spektrix: CRM and Ticketing System, HTML, Website Management [WordPress, Squarespace, Wix]

## Education

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**Bachelor of Arts**

**Theatre: Design Technical Emphasis; Design Arts Minor**

University of Wisconsin-Green Bay, Green Bay, WI