Troy Ford

Graphic Designer & Marketing Strategist

Des Moines, IA

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Marketing and design leader with 12+ years serving as a true one-stop resource, spanning brand strategy, graphic design, web development, email marketing, and analytics. Equally comfortable setting the strategic direction and executing the creative, technical, and analytical work to bring it to life.

AREAS OF EXPERTISE

- Graphic Design & Branding
- Marketing Strategy
- Web Design & Development
- Email & Direct Marketing
- Digital & Social Media Marketing
- Presentation & Motion Graphics
- UX/UI & Iconography
- Event Planning & Marketing
- Concept Development
- SharePoint & Intranet Design
- Project & Talent Management
- Analytics-Driven Strategy (GA4/ HubSpot)
- Podcast and Audio Production
- Information Graphics

CAREER EXPERIENCE

NavPros (a division of Land Home Financial Services), West Des Moines, IA **10/2025 – Present**
Marketing Strategist

Leads marketing content and digital strategy for NavPros, a white-label mortgage outsourcing partner serving community banks and credit unions nationwide. Oversees the full marketing function, from HubSpot email campaigns and B2B web development to client-facing graphic design and brand collateral, while using GA4 and HubSpot analytics to inform ongoing strategy. Works directly with executive leadership to guide cross-functional teams through high-impact initiatives that strengthen the brand's market presence.

- Revived a stagnant brand presence through targeted C-suite outreach campaigns via HubSpot and LinkedIn
- Collaborated closely with the company president to lead cross-functional teams on high-impact initiatives
- Designed and maintained webpages for NavPros and Land Home Financial's B2B site
- Created client-facing collateral and communication templates

Freelance Graphic Designer, Polk City, IA **6/2025 – 10/2025**

Provided freelance graphic design and presentation services across a diverse client base spanning entertainment, tech, education, and medical/life sciences sectors. Delivered high-impact visual work under tight timelines and shifting client needs, drawing on a versatile skill set to move seamlessly between creative and technical deliverables while maintaining a 100% client success rate.

- Designed graphics and presentations for high-profile entertainment clients, contributing to multiple 7-figure deals
- Developed investor-ready pitch decks for multiple startup tech companies
- Created infographics for education nonprofits, translating data into clear visual storytelling
- Produced technical marketing collateral for medical and lifesciences clients

Employee & Family Resources, Des Moines, IA **3/2024 – 6/2025**
Design and Marketing Specialist

Led strategic initiatives and graphic design for Employee & Family Resources, a 501(c)(3) mental health nonprofit serving over 400,000 individuals through employer-sponsored EAP (Employee Assistance Program) offerings. Oversaw WordPress website content, drove creative direction for fundraising events, and developed high-impact content supporting service delivery and community awareness campaigns.

- Boosted EAP program sales to existing employer clients by 5% within 6 months through targeted campaigns
- Led UX design of a revamped 100-plus page website
- Enhanced content and expanded podcast distribution, resulting in a 30%+ increase in listens
- Provided creative leadership for fundraising events, surpassing attendance and fundraising goals by more than 15%

Display Studios, Inc., Kansas City, KS **1/2024 – 3/2024**
Contract Web Designer

Redesigned and launched a dynamic website for a major exhibit and display firm under 3-month short-term contract. Partnered with key stakeholders to shape content, streamline UX, and optimize SEO.

- Created visual design system and an immersive background animation using client-provided assets
- Engineered custom code to fulfill complex, non-standard design requests
- Delivered ahead of schedule at every project milestone

CAREER EXPERIENCE (CONT.)

Corteva Agriscience, Johnston, IA **11/2022 – 1/2024**
Visual Designer – IT Change Strategy

Spearheaded visual communications for global IT change initiatives under a 14-month contract role, providing creative direction across cross-functional teams. Developed culturally inclusive, on-brand training programs—including e-learning, infographics, videos, and instructional content aligned with core learning objectives. Created UI graphics and iconography, produced immersive animations, and redesigned training materials and SharePoint intranet sites.

- Enhanced collaboration through process improvements that boosted team efficiency
- Redesigned 50+ PowerPoint presentations for company's knowledge base
- Earned accolades from senior company executives for creating multiple short videos
- Presented information on unconscious bias in AI that was used to develop company-wide usage guidelines

Iowa Realty/Home Services of Iowa, West Des Moines, IA **8/2019 – 11/2022**
Senior Graphic Designer/Marketing Coordinator

Orchestrated marketing and design initiatives for real estate campaigns, including cross-platform strategies, social media content, and event coordination. Mentored junior designers, produced high-impact videos, flawless graphics, and UX/UI assets to support sales. Strengthened business partnerships through consistent, on-brand creative work aligned with corporate standards.

- Standardized marketing materials to ensure brand consistency and support agent retention
- Boosted social media engagement by over 100% with dynamic video content and luxury real estate campaigns
- Streamlined workflows and enhanced training presentations with PowerPoint and animated infographics

Gear Design/Marketing, Des Moines, IA **9/2015 – 8/2019**
Creative Director

Directed end-to-end marketing and design strategies for diverse clients. Projects included branding analysis, design systems, and cross-platform campaigns. Developed brand identities and deliverables for startups nationwide. Produced award-winning digital, print, and experiential designs for events, visitor centers, and trade shows. Partnered with universities to mentor interns and source freelance talent, overseeing all external design work.

- Gained and utilized diverse skills to expand client base and achieve 30% YOY growth
- Developed specialty restaurant concept for successful initial funding and government zoning approval
- Minimized project lead times by developing client questionnaires for more accurate creative briefs

CERTIFICATIONS

HubSpot Academy — Email Marketing Certified *Expires 2028*
HubSpot Academy — Digital Marketing Certified *Expires 2027*
HubSpot Academy — Content Hub Certified *Expires 2027*

SOFTWARE PROFICIENCIES

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Audition, XD)
- HubSpot
- Google Analytics (GA4)
- WordPress / Webflow
- Figma
- MS Office 365
- Asana / Monday.com / Jira/ Slack
- MailChimp / SendGrid
- PowerPoint / GSlides
- Blender / 3DS Max

VOLUNTEER WORK

Iowa State University College of Design, Ames, IA **8/2018-5/2026**
Capstone critique committee member for interdisciplinary design studio (graphic, interior, and architectural design).

EDUCATION

B.A., Visual Communication— Savannah College of Art and Design, (Summa Cum Laude) **5/2021**
A.A. Liberal Arts (Journalism) — Des Moines Area Community College **12/2016**
A.G.S. — Des Moines Area Community College **5/2016**
A.A.S., Digital Marketing — Western Iowa Tech Community College **5/2015**
A.A.S., Graphic Design — Western Iowa Tech Community College **12/2013**