

# Mary Liz Tippin-Moody

Fine Art & Creative Services | Illustration | Content Creation | Graphic Design Print & Web

## EDUCATION

The Florida State University: Tallahassee Florida  
College of Fine Arts and Dance  
Bachelor of Science in Visual Art with Certification in Art Education, K-12

## PROFESSIONAL EXPERIENCE

Owner, Mary Liz Tippin-Moody Art and Creative Services since January 1980  
Sole proprietor / freelance provider of creative content, illustration and fine art services  
Owner of MippinToody Handmade, LLC since July, 2014  
Family owned business of handmade garments, accessories and printed items for sale.

**Background:** I specialize in ideation, writing, visual creation and execution of graphic design and creative concepts in all media—print and digital. Graphic design became my vocation after not retaining full-time art education employment. I taught briefly after college, art in K-12, and later at the baccalaureate level for two semesters at Florida State University. I'm an experienced copywriter, editor and proofreader since 1983. Currently, I provide creative visualization through illustration and graphic execution for client needs for regional clients. I enjoy and create fine art pieces: portraits of clients' pets and homes, wall and canvas murals on commission. I have long provided clients with custom spot illustrations, greeting cards, and special event graphics for mailings and tee shirts, as well as caricatures and cartoons upon request. I also create soft sculpture objects, garments and jewelry for personal enjoyment and sale through my family business.

## EMPLOYMENT EXPERIENCE

Kidd Group: Tallahassee Florida | [www.kidd.com](http://www.kidd.com)  
January 1987 – March 31, 2017 Associate Creative Director

**Skill set:** Creative direction, brand strategy, creation and implementation | Project management/troubleshooting for interactive and print-based communication | Comprehensive timeline planning and management to assure projects are produced efficiently with all phases communicated clearly within budget | Concept-through-execution of content and visual design for: corporate collateral, website page design, social media graphics, advertising and direct mail campaigns, email blasts and newsletters, magazine and Annual Report design. | Copy writing / content creation for full spectrum of digital corporate communications and websites | Storyboarding and script creation for television and radio | Creative direction / art direction of video projects and preliminary graphic file preparation for videography and interactive animation | Specifications and production oversight for all print based products | Coordination with outside contractors and vendors involved in client product delivery | Organization of archives/asset management | Master in Adobe Creative Suite / Acrobat | EBlast production in Campaign Monitor and Emma | Graphic creation for all social media platforms | Experienced with content editing in WordPress, Drupal CMS

## TEACHING EXPERIENCE

Adjunct Instructor, Florida State University - College of Fine Art (Typography)  
August 2012 — May, 2013 (Fall and Spring semesters)

## AWARDS

2008 Gold Addy Award for mixed media ad campaign for Darby Bank  
2005 Annual Florida Print Awards - Award of Excellence for Costa Bella Collection  
2000 Gold Addy Award for *Native* ad campaign for Wakulla Bank

## ACTIVITIES

Secretary, Board of Directors, Florida State University Schools, Inc.  
Served six years, from June 2003 – 2009 in office of Secretary, PTA Parent Representative  
Florida State University Museum Artist's League—2002 to present.  
Currently serving as community liaison and co-treasurer since 2006.  
COCA member and member Gadsden Arts Center since 2007.  
LeMoyne Center for the Visual Arts member since 2008  
Tallahassee Watercolor Society member since 2015.

## LinkedIn Profile:

<http://www.linkedin.com/in/marylizmoodyartist>

*A Reason to Smile: Art from the Head and Heart of Mary Liz Tippin-Moody*—Solo art exhibition at Oglesby Gallery, FSU Union, June 3-23, 2017

*Tallahassee Watercolor Society 29th Tri-State Juried Water Media Exhibition*— FSU Museum of Fine Art, May 19 - July 2017

*Creative Tallahassee 2017 Exhibition, Citywide juried show, Tallahassee City Hall, March 24 - May 12, 2017*

*Fall In Love With Art* — Group show at M Gallery, October 7 - November 23, 2016

*Music As Muse* — Citywide juried show, Tallahassee City Hall, October 3 - November 14, 2016

*Tallahassee Watercolor Society 28th Tri-State Juried Water Media Exhibition*— FSU Museum of Fine Art, May 20 - July 2016

*Creative Tallahassee 2016* — Annual Juried Fine Art Exhibition, March 9 - April 18, 2016 at Tallahassee City Hall Art Gallery

*27th Annual Art in Gadsden (2015)* — Gadsden Art Center, Quincy, Florida. Regional juried exhibit

*Encore! Of Vision and Variety* — Juried Group show by Florida Division of Cultural Affairs, Top Floor Gallery of Florida Capitol, Fall 2015

*Second Cat Life Invitational*, LeMoyné Center for the Visual Arts, Juried exhibition of work by regional artists 2015.

*2015 Florida State University Museum Artist's League Summer Annual*, Juried Group show, FSU Museum Gallery, Tallahassee

*2015 Creative Tallahassee Exhibition*, Citywide juried show, Tallahassee City Hall, spring, 2015

*26th Annual Art in Gadsden (2014)* — Gadsden Art Center, Quincy, Florida. Regional juried exhibit

*2014 Florida State University Museum Artist's League Summer Annual*, Juried Group show, FSU Museum Gallery, Tallahassee

*2014 Creative Tallahassee Exhibition*, Citywide juried show, Tallahassee City Hall, spring, 2014

**Illustrations for book:** *Lauren's Kingdom* by Lauren Book, to be published at a later date.  
Copyright © 2013 Lauren Book, Lauren's Kids Foundation ISBN number pending

*2012 Creative Tallahassee Exhibition*, Citywide juried show, Tallahassee City Hall, spring, 2012.

*Cat Life Invitational*, LeMoyné Center for the Visual Arts, Juried exhibition of work by regional artists themed about cats of all kinds. 2011

**Illustrations for book:** *She Returns to the Floating World* by Jeannine Hall Gailey, published July, 2011 by Kitsune Books,  
Copyright 2011© Jeannine Hall Gailey

*22nd Annual Art in Gadsden (2010)* — Gadsden Art Center, Quincy, Florida. Regional juried exhibit

*2010 Florida State University Museum Artist's League Summer Annual*, Juried Group show, FSU Museum Gallery, Tallahassee

*21st Annual Art in Gadsden (2009)* — Gadsden Art Center, Quincy, Florida. Regional juried exhibit

*2009 Florida State University Museum Artist's League Summer Annual*, Juried Group show, FSU Museum Gallery, Tallahassee

*2009 Creative Tallahassee Exhibition*, Citywide juried show, Tallahassee City Hall, spring, 2009.

*Out of Pocket II* Invitational Art Exhibit, Gadsden Arts Center, Quincy, Florida October 10 – November 2, 2008

*Feathers, Fins & Foliage*, LeMoyné Center for the Visual Arts, October 2 – 25, 2008.  
Juried exhibition of handmade artist books with theme on Florida Nature: natural resources of Florida – places, animals, and plants occurring in Florida.

**Illustrations for book:** *Living by the Dead – A Cemetery Life* by Ellen Ashdown  
Published August, 2008 by Kitsune Books, Copyright © Ellen Ashdown; September 2008, ISBN-13: 978-0-9792700-5-5

*Tallahassee-Leon County Public Library Invitational Exhibit*, July, 2008. Invitational exhibit held at public library for the month of July.

*"Go Green!"*— *Florida State University Museum Artist's League Summer Annual*, 2008 Juried Group show, FSU Museum Gallery, Tallahassee

*2008 Creative Tallahassee Exhibition* — **Honorable Mention**, Citywide juried show, Tallahassee City Hall, spring, 2008

*20th Annual Art in Gadsden (2008)* — Gadsden Art Center, Quincy, Florida. Regional juried exhibit

*Florida State University Museum Artist's League Summer Annual, 2007*. Group show, FSU Museum Gallery, Tallahassee

*Of Vision and Variety, Recent works of Florida State University Museum Artist's League*,  
September 5 – November 13, 2003 at 22nd floor Gallery of The Capitol, Tallahassee, FL

*Florida State University Museum Artist's League Summer Annual, 2003*. Group show, FSU Museum Gallery, Tallahassee

*Florida State University Museum Artist's League Summer Annual, 2002*. Group show, FSU Museum Gallery, Tallahassee