

# Mary Liz Tippin-Moody

resumé

CONSULTANT | 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 a career in healthcare and substitute teaching. I taught briefly after college, art in K-12, later at the baccalaureate level for two semesters at Florida State University, and currently classes with the Tallahassee Senior Center in drawing and water media. 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, including graphic design for any print or web based product, signage, custom spot illustrations, greeting cards, special event mailings, tee shirts, caricatures and cartoons upon request. I create fine art pieces: portraits of clients' pets and homes, wall and canvas murals on commission. I also create soft sculpture objects, garments and jewelry for sale through my family business, MippinToody Handmade, LLC.

## EMPLOYMENT EXPERIENCE

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

**Skill set:** Creative direction, brand strategy, creation and implementation | Project management/troubleshooting for interactive and print-based communication | Comprehensive time line 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.  
Gadsden Arts Center Artists' Guild, 2017 - 2018  
LeMoyne Center for the Visual Arts member since 2008  
Tallahassee Watercolor Society member since 2015.

## LinkedIn Profile:

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

**Illustrations for book:** *Gallery of Giggles* by Beth Williams, Copyright © 2017 Beth Williams and Mary Liz Tippin-Moody ISBN 978-0-692-99300-2

*Brushstrokes* Exhibition of the Tallahassee Watercolor Society—*Honorable mention*—Tallahassee City Hall, October-November, 2017

*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 – 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