

HI! I AM HOLLY... A FREELANCE CREATIVE FROM COLUMBUS, OHIO

HOLLY KOSKINEN – PRINT & WEB DESIGNER – 440.840.5137 – REMOTE OR ON-SITE - KOSKINENCREATIVE.COM

OVERVIEW:

As an Art Director my first and foremost goal is to create killer work all while creating a safe, fun and exciting environment for other team members. Collaboration is important, yet so is individuality. Both items put together create amazing pieces for the client. I love my work and what I do.

With 10+ years in the industry, I bring to the table a breadth of experience in eLearning, Shopper Marketing, B2B, B2C and Consumer Insights Research. I also bring my expertise of the Adobe CS6 Creative Suite, skills consisting of video editing, retouching, illustration and photography to the table as well. I am an expert in Illustrator, Photoshop, InDesign and hold experience in WordPress, AfterEffects, Dreamweaver, Flash, Microsoft Office and basic HTML/CSS. I enjoy communicating with other designers/developers/illustrators/photographers, assisting with account management and interacting with clients.

What I love: solid work ethic, great music, typography, traveling and life itself.

EDUCATION:

Bachelor of Fine Arts Degree in Advertising & Graphic Design, with a Minor Degree in Writing, from Columbus College of Art & Design, Columbus, Ohio.

TARGET JOB/LOCATION:

DESIRED JOB TYPE: Employee • DESIRED STATUS: Full-Time • LEVEL: Mid-Senior
PREFERRED LOCATION: Columbus • SITE LOCATION: On/Off/Remote
AVAILABILITY: Currently Available

WORK EXPERIENCE:

- **CULT MARKETING – ART DIRECTOR | 03/13 - 11/15**
- Clients: 101 Mobility, 89 Fish & Grill, Blueprint Spirits, Caster Connection, City Barbeque, Creative Recreation, Crock Pot, Dublin Irish Festival, EWT, ExpandOS, FacilitySource, Jarden/PCW/FoodSaver, Knowledge Universe, Quantum Health, Service.com, Telemus, TourismOhio, Velvet Ice Cream
- Assisted COO/VP of Creative Insights in all Art Direction and execution.
- Assisted VP of Business Development with new business presentations, supporting sales and follow-up material.
- Created WordPress websites, micro-sites, UI/UX elements, retail displays, direct mail, various print collateral, trade show booths, lobby designs, brand videos, client presentation decks, apparel, wall installations, radio spots, etc.
- Worked with Senior Designer to “divide and conquer” creative workload.
- Worked with Account Managers to ensure timelines, deliverables, etc. were met.
- Jumped in to manage multiple client accounts when needed.

HI! I AM HOLLY... A SOLID CREATIVE WITH A MIND FOR BUSINESS

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RYAN PARTNERSHIP – ART DIRECTOR | 10/11 - 02/13

Clients: Stouffer's, Lean Cuisine, The Columbus Crew, Nestlé, Butterfinger, Crunch, Wonka, Nerds, SweeTarts, Purina, Olive Garden, Red Lobster, Chase, White Castle, Laughing Noodle, Blaze, Bob Evans, American Heart Association, Decker's and FOX/The Simpsons/Matt Groening

- Assisted Creative Director and Senior Art Director in day-to-day Art Direction and Creative Tasks.
- Shot/Retouched Lean Cuisine Delicious Rewards items/versioned out rewards for web/mobile updates.
- Beat out two long-time Art Directors in a concept for Wonka's Sweet Ride Promotion, with less than three months experience on the job.
- Designed iPops, shelf talkers/danglers, catalinas, violator packaging, Facebook apps, promotional logos, web/mobile refreshes, web banners, table tents, lobby displays, packaging bursts, shippers, etc.
- Actively assisted three other creative teams in concepting, production, retouching, mock ups and creative execution on a weekly basis.
- Maintained Nestlé Brand Book with all up-to-date produced materials.

MINDLEADERS, INC. – MEDIA DEVELOPER | 07/10 - 10/11

ADVERTISING MADE EASY – PRODUCTION/GRAPHIC DESIGNER | 08/05 - 01/09

VOLUNTEER WORK:

Brand Identity/Business Collateral for Ryan Robinson, Kidney Transplant Survivor
Wedding Invitations for Wendy Solomon and Tiffany Snare
2011 MindLeaders Breast Cancer Fundraiser / Head Gala Event Director/Organizer
2010-2011 MindLeaders Breast Cancer Committee Member and Lead Designer
2010 Halloween / Internal Marketing Promotions Lead Designer at MindLeaders
2009 Organizer/Event & Art Director "SLEIGHT OF HAND" Halloween Fundraiser

AWARDS:

2016 AICUO Excellence in the Visual Arts Judge & Sponsor
2015 American Graphic Design Award - Direct Mail: The Cult/ Durango Case Study
2015 American Web Design Award - Blueprint Spirits Responsive Website
2015 AICUO Excellence in the Visual Arts Judge & Sponsor
2014 AICUO Excellence in the Visual Arts Judge
2013 American Graphic Design Award - Branding: 39 BeLow FroYo
2012 American Graphic Design Award - Brand Identity for Blue Horizon Resort
2011 American Graphic Design Award - Brand Identity for Cindy Koskinen
2006 Finalist in the WWHO-TV SUV Design Competition

[REFERENCES AVAILABLE UPON REQUEST]