WIS MOLLERUD HOLT

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A creative leader and project manager with the proven ability to support the success of your brand goals.

EDUCATION

BA, School of Fine Arts
University of Minnesota, Minneapolis, MN

Undergraduate Studies, School of Graphic Design
Montana State University, Bozeman, MT

SOFTWARE

Expert skills in:

Adobe Creative Suite

Canva

Figma

Excellent retouching skills

Adept at project-management tools such as Basecamp, Asana, and Workamajig

Experience in HTML, CSS, Wordpress, and front-end website design

Microsoft Office

"Wis is completely focused on meeting the common goal with an aesthetic solution that is perfect for the market, timeline, and budget."

— Michele Crocket
Former Editor in Chief,
Vegetarian Times

Zeal Optics/Kering Eyewear — Creative Manager

Boulder, CO — August 2022 to present

- Creative direct, design and deliver all global marketing campaigns for Zeal Optics, a premium plant-based polarized sunglass and goggle company to support product sales across the globe, from Norway, throughout North America and on to Australia.
- Manage the creative staff to develop presell catalogs, trade show environments, POP and retail marketing tactics, ecomm and digital marketing deliverables, goggle strap design, global sunglass and goggle campaign launches, vehicle wrap designs, trainings, sales tools and presentations.
- Support the design needs of 96 sales ambassadors in the U.S. along with the Canadian, Australian, Nordic and European markets. Product and sales tool development, PPT presentations for training, video trainings and Brandfolder management of all sales assets.
- Creative direct and design marketing tools for Zeal's corporate gifting program including event support on location.
- Lead photo shoots and asset management for creative content to support print and digital marketing efforts.

Yoga Journal/Outside, Inc. — Art Director

Boulder, CO — August 2020 to January 2022

- Led creative design for print magazine, digital content, marketing, and social media. Art-directed product and instructional yoga photo and video shoots. Managed full time-designer and freelance support staff. Designed social media content using Canva and After Effects to engage a diverse audience.

Informa Markets — Sr. Marketing Designer

Boulder, CO — April 2019 to August 2020

- Delivered strategic presentation, front-end web, print, digital and social media marketing design solutions for the Natural Products Expos (89,000+ attendees) as well as World Tea, XLIVE, LDI, WFX, and Club Industry Expos.

Freelance — Art Director/Graphic Designer

Boulder, CO — 2016 to present

- Adept at independent graphic design and in leading strong, efficient creative teams to develop beautiful campaigns in wind power, climate education, telecommunications, and media.

Clients: Navigant Research/Navigant Energy, Aero Solutions, Wind Tower Technology-Golden Oceans, Comptek Technologies, CityPole, Denver Life's Home + Design Magazine, LA Yoga Magazine/Bliss Network, D Magazine Partners, Gaia Yoga.

Active Interest Media — Art Director

Boulder, CO — June 2010 to December 2016

***Vegetarian Times, Yoga Journal, Ski* & *Skiing* magazines, Warren Miller Entertainment, AIM Mountain Group Marketing Department**

- Provided beautiful editorial and marketing design services to the Mountain Group magazine titles.
- Guided design staff on editorial layout, production, and iPad and digital tactics. Executed editorial redesign of ***Yoga Journal*** and ***Vegetarian Times*** magazines. Led creative on photo and video shoots.
- Created custom branding, posters, marketing, national digital, and print advertising campaign for ***"Here, There & Everywhere"*** ski and snowboarding film for Warren Miller Entertainment.

Karsh\Hagan Advertising — Director of Studio Services

Denver, CO — January 2007 to January 2009

- Supervised design, production, prepress, retouching, 3D modeling, and print buying.
- Streamlined agency process to create a more efficient project workflow and tighter project margins.
- Developed a 3D modeling service that achieved a 50% margin and delivered a cost-effective alternative to photo shoots and retouching.

McClain Finlon Advertising — Studio Manager

Denver, CO — February 2005 to June 2007

- Guided 17+ graphic designers, production artists, and retouchers by developing training programs.
- Produced full ad campaigns with multiple tactics such as digital and print ads, billboards, retail kiosks, planograms, and large-format installations.
- Selected by management to develop agency process with a team that defined new agency workflow.

Warren Miller Entertainment — National Film Campaign Designer

Boulder, CO — February 2004 to June 2006

- Designed successful national ad campaign and marketing for "***Higher Ground***" ski and snowboard film tour.

General Mills — Image Resource Center Manager, Brand Design

Minneapolis, MN — October 2001 to October 2002

- Managed all company images: cookbook images, packaging files, logos, and photography for General Mills.

Creatis — Art Director/Studio Manager

Minneapolis, MN — October 1998 to October 2001

- Led creative for all print and web projects supporting 30 studio clients including Medtronic, General Mills, and Best Buy. Increased a nonexistent profit center to $225,000 in sales in the first year of managing studio clients and projects.