

emilyholke

GRAPHIC DESIGNER

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SPECIALTIES

Branding	Wireframing
Print Design	Packaging
Mobile Design	Advertising
Web Design	Direct Mail
Email Marketing	Prototyping

EDUCATION

COLLINS COLLEGE

Bachelor of Arts
Visual Communication
Specializing in Graphic Design
Tempe, Arizona
March 2003

AWARDS

2016 Gold: Hermes Award
Infographic
The Boon Group, Inc.

2016 Gold: Hermes Award
Integrated Marketing Campaign
The Boon Group, Inc.

2015 Purple Cowbell Award -
Standing Out from the Herd
Schlotsky's® Bakery Cafe

2014 Smile Award -
FOCUSing on Making People
Happy
Schlotsky's® Bakery Cafe

2013 Home Office Hero
Schlotsky's® Bakery Cafe

2008 Employee of the Month
Sir Speedy Printing & Marketing Services

TECHNICAL SKILLS

Adobe Creative Suite
HTML
Marketo
InVision
Fishbowl - Enterprise
Microsoft Office

EXPERIENCE

GRAPHIC DESIGNER

The Boon Group, Inc. | Austin, Texas | July 2015 - July 2016

- Collaborated directly with Senior Director of Marketing to conceptualize smart and creative marketing campaigns to support external and internal audiences
- Developed marketing collateral including, but not limited to: brochures, infographics, flyers, emails, landing pages, ads, posters, templates and white pages
- Developed and delivered marketing initiatives to support growth and expansion of company product and services and continued brand awareness
- Managed projects from development through completion to ensure accuracy and timely completion
- Designed marketing collateral and developed identity for internal communications, including new Learning and Development Program and new Mission, Vision and Core Values initiative
- Served as brand advocate for internal and external communications

FREELANCE GRAPHIC DESIGNER

Active Moms Magazine | Phoenix, Arizona | May 2007 - July 2016

- Create layout and ad design of thirty-two page magazine, distribution of 10,000
- Preflight customer files for print
- Meet print deadlines for monthly publications

GRAPHIC DESIGNER

FOCUS Brands® - Schlotsky's® Bakery Cafe Headquarters | Austin, Texas | April 2012 - July 2015

- Designed new product launch collateral for national rollouts (point-of-purchase materials, email marketing, advertising, and social media)
- Production management and distribution of national campaign marketing materials
- Designed user interface and interactive prototype for Schlotsky's Lotz4Me™ Guest Rewards mobile app
- Designed interactive mobile engagement games to support mobile app updates
- Collaborated with Creative Director to ensure designs are completed and delivered within strict deadlines
- Managed art direction for product photoshoots
- Collaborated directly with franchisees to develop Local Restaurant Marketing needs
- Prepared assembly of final layouts for prepress, printing, screen-printing operations to ensure proper production
- Produced and provided strategic direction for social media content design for Facebook, Twitter and Instagram

CUSTOMER SERVICE REPRESENTATIVE/GRAPHIC DESIGNER

QuikPrint | Austin, Texas | July 2010 - April 2012

- Clarified job specifications and requirements, respond to client questions, create mockups for clients to demonstrate concepts, and provide cost-saving alternate approaches to printing projects
- Responded to questions from outside vendors, pre-press, production, and finishing, as well as, customer service to achieve ideal results
- Drafted production work orders for jobs, including detailing production process to be used by prepress, production, and finishing departments and create mockups, if needed

GRAPHIC DESIGNER/PREPRESS SPECIALIST

Sir Speedy Printing and Marketing Services | Chandler, Arizona | May 2003 - May 2010

- Designed logos, collateral, newsletters and advertisements for clients
- Ensured files were of the highest integrity for commercial and digital through prepress techniques
- Streamlined workflow through the prepress department